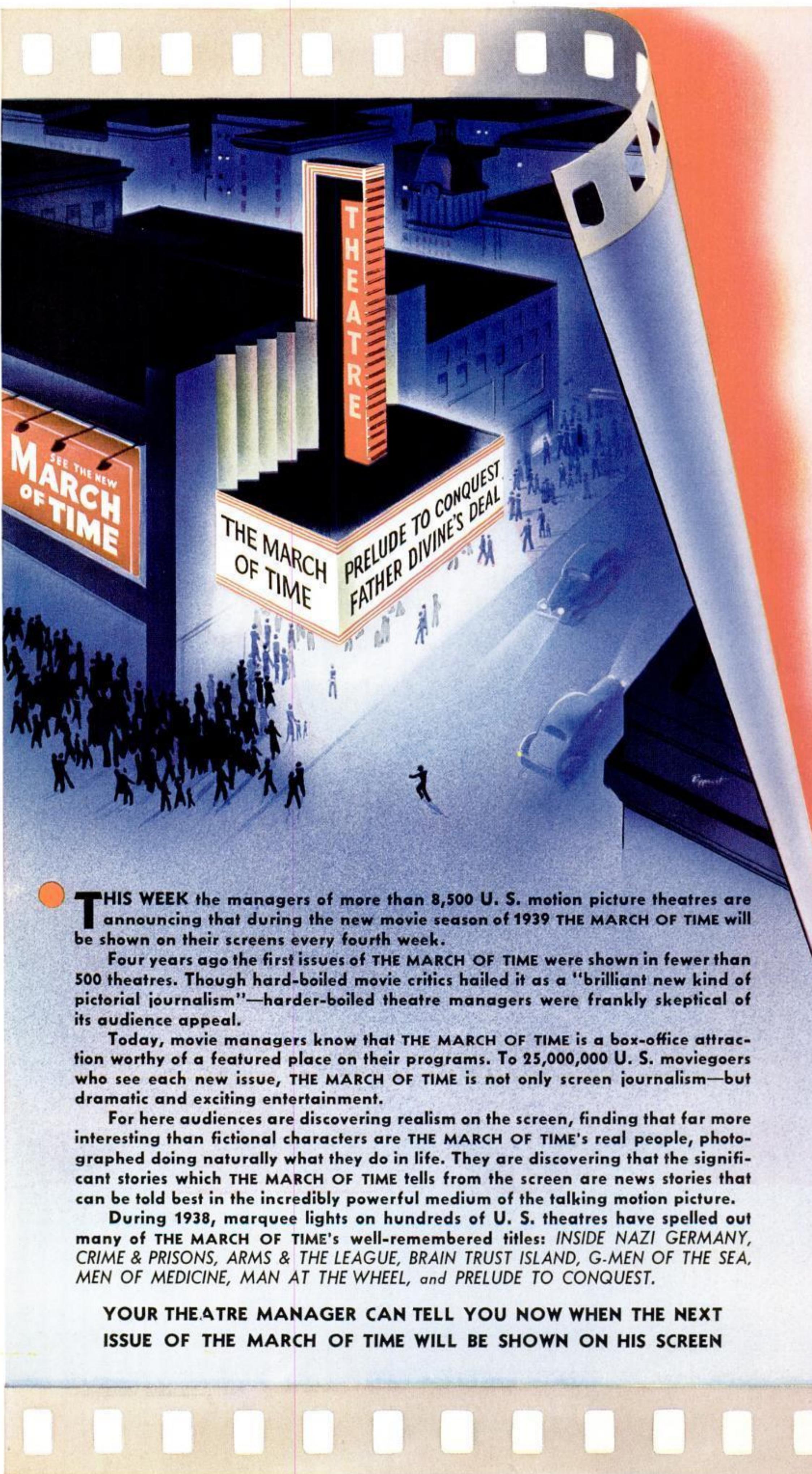


LIFE



ARMS AND THE MEN

OCTOBER 3, 1938 10 CENTS



THIS WEEK the managers of more than 8,500 U. S. motion picture theatres are announcing that during the new movie season of 1939 THE MARCH OF TIME will be shown on their screens every fourth week.

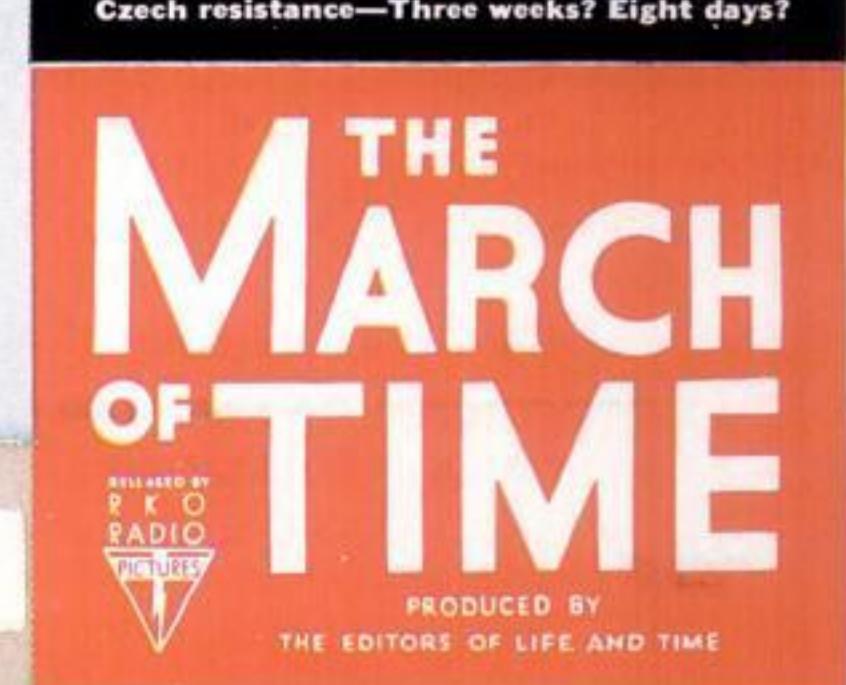
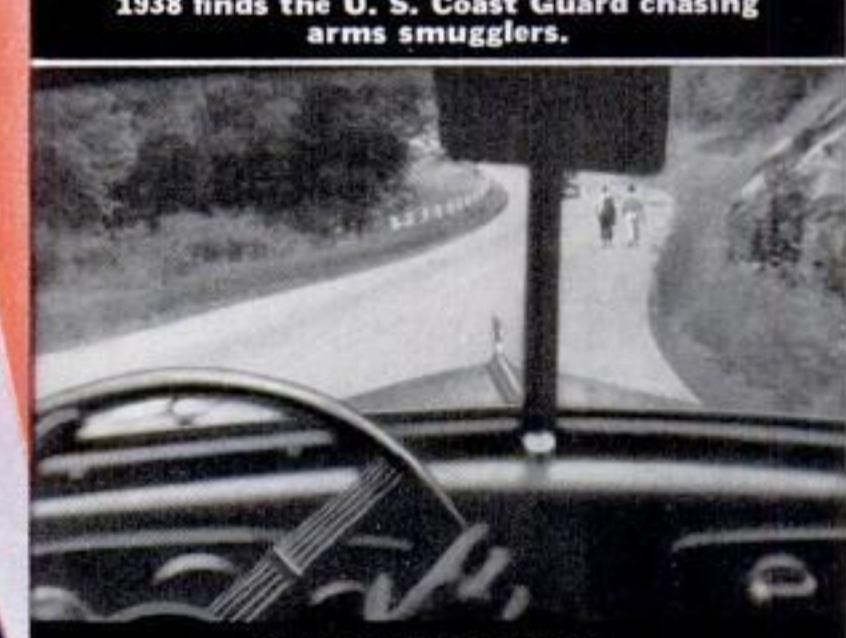
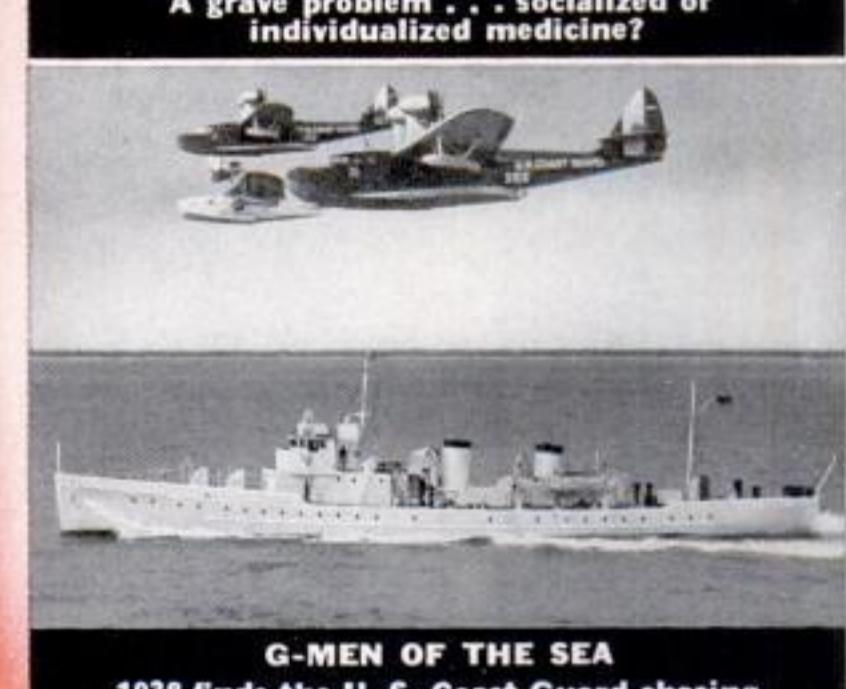
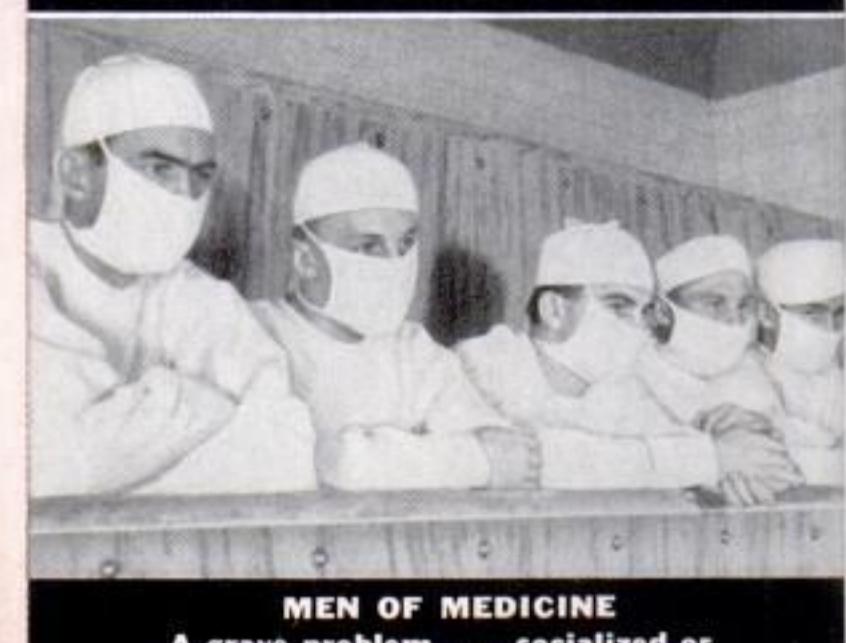
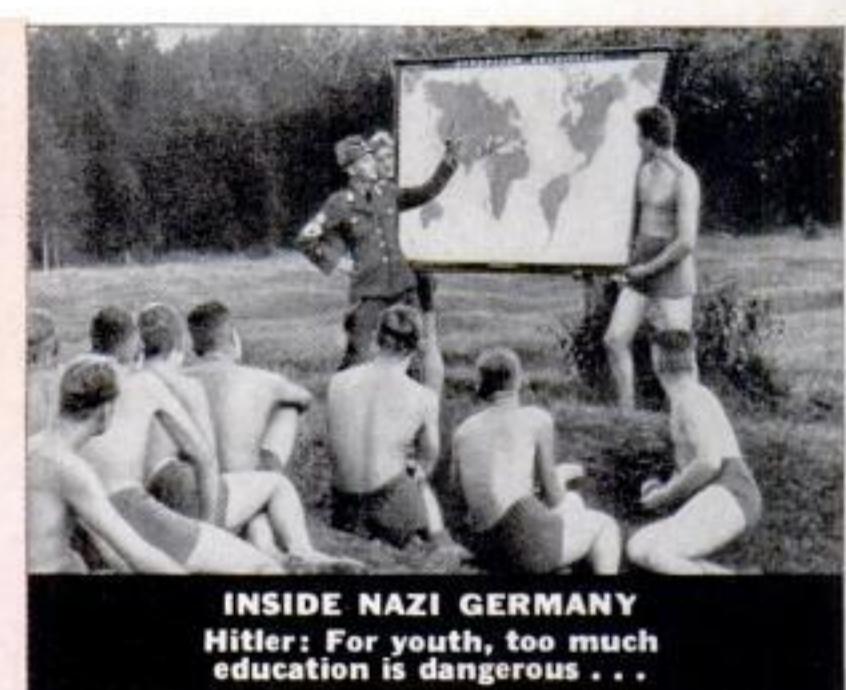
Four years ago the first issues of THE MARCH OF TIME were shown in fewer than 500 theatres. Though hard-boiled movie critics hailed it as a "brilliant new kind of pictorial journalism"—harder-boiled theatre managers were frankly skeptical of its audience appeal.

Today, movie managers know that THE MARCH OF TIME is a box-office attraction worthy of a featured place on their programs. To 25,000,000 U. S. moviegoers who see each new issue, THE MARCH OF TIME is not only screen journalism—but dramatic and exciting entertainment.

For here audiences are discovering realism on the screen, finding that far more interesting than fictional characters are THE MARCH OF TIME's real people, photographed doing naturally what they do in life. They are discovering that the significant stories which THE MARCH OF TIME tells from the screen are news stories that can be told best in the incredibly powerful medium of the talking motion picture.

During 1938, marquee lights on hundreds of U. S. theatres have spelled out many of THE MARCH OF TIME's well-remembered titles: INSIDE NAZI GERMANY, CRIME & PRISONS, ARMS & THE LEAGUE, BRAIN TRUST ISLAND, G-MEN OF THE SEA, MEN OF MEDICINE, MAN AT THE WHEEL, and PRELUDE TO CONQUEST.

YOUR THEATRE MANAGER CAN TELL YOU NOW WHEN THE NEXT ISSUE OF THE MARCH OF TIME WILL BE SHOWN ON HIS SCREEN



Special 1¢ SALE AT ALL DRUG DEALERS ... TO INTRODUCE PEPSODENT ANTISEPTIC TO NEW USERS!

**1¢ BUYS
THIS 50¢ SIZE
PEPSODENT
ANTISEPTIC**

... WHEN YOU PURCHASE ANOTHER
BOTTLE AT THE REGULAR PRICE OF 50¢
IN SPECIAL COMBINATION PACKAGE



Buy Now—While Limited Supplies Last!

Next Week May Be Too Late!

■ We want all of you to be equipped to help fight bad breath and colds right now! So we're making this sensational offer: Buy one 50 cent size Pepsodent Antiseptic at the regular price of 50 cents and your drug-

gist will sell you another bottle for only 1 cent in the special combination package.

Pepsodent is unexcelled among mouth washes in helping to keep the breath sweet and pleasant.

Also remember that ordinary mouth antiseptics must be used full strength to be effective in killing germs. But Pepsodent Antiseptic can be diluted with two parts of water and still kill germs in seconds. In other words, each bottle of Pepsodent goes three times as far as ordinary mouth antiseptics. On top of that—since you're getting one of these bottles for only 1 cent, you can see what a great value this offer is.

← 50¢ Size Bottle Only 1¢

in this special double carton containing two 50 cent bottles—one at the regular price of 50 cents and one for only 1 cent.

Look for this 1 cent Sale Combination on your dealer's counter!

(Limit per customer—good only while dealers' supplies last)



Tune in Pepsodent's Tuesday Radio Riot—Starring BOB HOPE—10 P.M., E.S.T.—N.B.C. Red Network

This One



To a freshman with scalp
dry and scaly
The professor
suggested quite gaily,
"If you know the right stuff
A little's enough...
Use 'Vaseline' Hair Tonic
daily...!"



Speaking Seriously if your scalp is dry you ought to use 'Vaseline' Hair Tonic. 'Vaseline' Hair Tonic is *different*. It contains *no* alcohol—has no drying effect. And a little goes a long way . . . **EVERY DAY** rub a few drops of 'Vaseline' Hair Tonic on to the scalp to supplement the natural oils. **EVERY WEEK** before shampooing wake up the circulation with a two-minute Tonic massage. It helps to remove loose dandruff scales and stop unpleasant shedding. Chesebrough Mfg. Co., Cons'd. N. Y.

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Copr. 1938, Chesebrough Mfg. Co., Cons'd.

LIFE
October 3, 1938

LIFE is published weekly by TIME Inc., 330 East 22nd Street, Chicago, Ill. Entered as second-class matter November 16, 1936 at the Postoffice at Chicago, Ill., under the act of March 3rd, 1879. Authorized by Post Office Department, Ottawa, Canada, as second-class matter. Subscriptions \$4.50 a year in U. S. A. and Canada.

Volume 5
Number 14

LETTERS TO THE EDITORS

Hoops

Sirs:

You say the hoopskirt is coming back? But why? Where has she been? Or . . . where have LIFE's editors been? I have been wearing hoopskirts for a long time. Do you mean to say that I am so many months ahead of LIFE (Sept. 5) in predicting the coming style? I had no idea. It was while I was flying back from South America a few days ago that I noticed



LILY PONS IN HOOP

your Sept. 5 issue featuring the new style. I am enclosing a photograph of myself in a formal hoop gown. You will notice that it is taken in Cannes, France, my native city, where I gave a series of concerts early last spring, and I am wearing my favorite hoopskirt evening gown. (You will notice how difficult the hoops make it to curtsey.) And this is long before LIFE came to life over the hoopskirt fashions.

Now you say hoops are going to have a big season?

Well, I hoop so.

LILY PONS
New York, N. Y.

• Perhaps Paris stylists follow Lily Pons.—ED.

Hungary

Sirs:

The percentage of human dross boiling atop the century-old crucible of central Europe was dangerously increased by ill-fated, post-War map makers. Reawakened racial immiscibility precluded the possibility of another American "melting pot." Traditional hatreds were constantly paraded. Folk songs attained a "sing or die" basis. Father Time's laboratory tests failed to find an ameliorative solution, but did reveal—what? Communism, nazism, fascism, syndicalism, or what ism will you?

Nice going for mere humans, but all very baffling to dear old "know-it-all" J. Q. Public—and a little wearisome.

Then along came LIFE with a twelve-page photographic continuity depicting Hungary (LIFE, Sept. 12). Know-it-alls were afforded an opportunity to stick their chest (not neck) out and say, "old stuff to me." To the others, and they comprise a great majority, it was a highly instructive and refreshing breather.

Breather from what? Endless reams of pictures of war, sex, auto wrecks, nose dives, dust, floods, feast and famine. The unusual makes news. The Hungarian, Polish and Austrian picture presentations were unusual—therefore news.

W. R. TOWNS
Managing Editor
The Sioux City Tribune
Sioux City, Iowa

Sirs:

I wish to congratulate Margaret Bourke-White on her excellent and vivid

portrayal of Hungary, its people and its occupations. My mother and father are Hungarian-born and upon seeing the pictures, tears came to my mother's eyes because of the touching realism in them.

JOSEPH BARTEK

Bethlehem, Pa.

Sirs:

The illustrative material on Hungary is most impressive both from the technical and the selective point of view, and the accompanying text is well-suited to convey to the reader a fair idea of the country and its problems.

Of course, a necessarily limited space prevents expatiating on very vital issues such as the agrarian reform now the keynote of Prime Minister Imredy's comprehensive social and economic program.

G. LINZBOTH

Acting Consul General
Royal Consulate General of Hungary
New York, N. Y.

Manhattan Partition

Sirs:

This self-determination of peoples idea seems to be gaining ground. Here is an idea: "If the United States should have a plebiscite."

United States: parts of New Mexico and California would go to Mexico; of Minnesota to Sweden; of Wisconsin to Germany; southern Louisiana to France; eastern Pennsylvania to Holland; Boston to Ireland.

As for Manhattan Island, it would have to be partitioned among Germany, Italy, Russia, Palestine, Ireland, China, Dixie, etc.

I am enclosing a drawing of the results of the Great Manhattan Plebiscite.

DOANE POWELL

New York, N. Y.



(continued on p. 4)



*Carolyn** **SAYS IT'S TIME TO
DRESS UP IN Celanese Rayon**

It's glad news . . . elegance is back. Here are new Carolyns, each touched with splendor . . . rich embroidery, a jeweled ornament or glowing color contrast. For fifteen years Carolyn has been a fashion sage and prophet; the Carolyn label a mark of fashion rightness to thousands of women everywhere. The styles illustrated, in sizes 12 to 20.

1995

*Reg. U.S. Pat. Off.

HATS BY MARNY JOHNSTON



In "ENCHANTING LADY" and "MAGIC HOUR" two new crepes woven of CELANESE RAYON YARN

NEW YORK, Arnold Constable & Co.

BALTIMORE, The Hub

BUFFALO, Adam, Meldrum & Anderson

CHICAGO, Mandel Brothers

CLEVELAND, Wm. Taylor Son Co.

Albany, N. Y. John G. Myers Co.

Alexandria, La. Welan's

Allentown, Pa. H. Leh & Co.

Altoona, Pa. Meyer Jonasson Co.

Asheville, N. C. Bon Marché

Atlanta, Ga. Rich's

Augusta, Ga. Saxon-Cullum

Austin, Tex. E. M. Scarbrough & Sons

Baton Rouge, La. Dalton's

Birmingham, Ala. Burger-Phillips Co.

Bloomington, Ill. W. H. Roland

Bozeman, Mont. Riddle's

Boise, Idaho. The Mode, Ltd.

Bridgeport, Conn. Meigs & Co., Inc.

Butts, Mont. Symons D. G. Co.

Burlington, Vt. E. M. Scarbrough & Sons

Ashernethy, Clarkson, Wright

Charleston, W. Va. The Diamond

Cincinnati, Ohio. The John Shillito Co.

Clarksburg, W. Va. Waits-Sartor-Lear Co.

Colorado Springs, Colo. Kaufman's

Athens, Ga. Michael's

DETROIT, The J. L. Hudson Co.

PHILADELPHIA, Gimbel Bros.

ST. LOUIS, Stix, Baer & Fuller

SAN FRANCISCO, Hale Bros.

WASHINGTON, D. C., The Hecht Co.

Columbia, S. C. Kohn & Co.

Columbus, Ga. J. A. Kirven Co.

Columbus, Ohio. The Fashion

Cumberland, Md. Rosenbaum Bros.

Dallas, Tex. A. Harris & Co.

Danville, Ill. Meis Bros. Co.

Danville, Va. L. Herman

Denver, Colo. The Denver D. G. Co.

Dover, Ohio Fienberg's

Duluth, Minn. Oreck's

Durham, N. C. R. L. Baldwin Co.

Easton, Pa. Wm. Laubach & Sons

Elgin, Ill. Joseph Spiess Co.

Elizabeth, N. J. Levy Bros.

Elmira, N. Y. Rosenbaum's

El Paso, Tex. Popular D. G. Co.

Erie, Pa. Jordan's

Eugene, Ore. H. Gordon & Co.

Evansville, Ind. De Jong's, Inc.

Ft. Wayne, Ind. Earl Groth & Co.

Ft. Worth, Tex. Monnie's

Fresno, Calif. Bruckner's

Great Falls, Mont. Paris-Fligman Co.

Hackensack, N. J. Harel's

Hamilton, Ohio. Robinson-Schwenn Co.

Hartford, Conn. Siegel's Shop

Harrisburg, Pa. Schlesinger Store

Helena, Mont. Fligelman's

Hilo, Hawaii. E. N. Holmes, Ltd.

Holyoke, Mass. Sheehan Shop

Houston, Tex. Foley Bros. D. G. Co.

Indianapolis, Ind. H. P. Wasson

Jackson, Miss. R. E. Kennington Co.

Jacksonville, Fla. Furchtgott's

Jamestown, N. Y. Jameson's

Kalamazoo, Mich. Gilmore Brothers

Kansas City, Mo. Mindlin's

Knoxville, Tenn. King's, Inc.

Lansing, Mich. J. W. Knapp Co.

Lexington, Ky. B. B. Smith & Co.

Lima, Ohio. R. T. Gregg & Co.

Lincoln, Neb. Ben Simon & Sons

Little Rock, Ark. Pfeiffer Bros.

Los Angeles, Calif. J. J. Haggerty

Louisville, Ky.

Milwaukee, Wis.

Marietta, Ohio

Martinsburg, W. Va.

Memphis, Tenn.

Miles City, Mont.

Milwaukee, Wis.

Minneapolis, Minn.

Montclair, N. J.

New Kensington, Pa.

New Orleans, La.

Newport News, Va.

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Racine, Wis.

Richmond, Va.

St. Joseph, Mo.

Sacramento, Calif.

Seattle, Wash.

Springfield, Mo.

Springfield, Mass.

Steubenville, Ohio

Tallahassee, Fla.

Topeka, Kans.

Utica, N. Y.

Vancouver, Wash.

Wilmington, Del.

Winnipeg, Man.

Zahn

The Hub

Steyermaier's

Here's the \$1.00 anti-freeze you can put in this very day

*Only 50¢ worth now
keeps most cars safe
down to 10° above zero!*

MAYBE this is an "Indian Summer" day, when you're not even thinking of anti-freeze. But you know a cold snap will come. You don't want to be caught unawares.

Set your mind at ease now. Drive in to your dealer or service station today and have a couple of quarts of DuPont "Zerone" Anti-Freeze put in your cooling system, enough for protection, say, to 10° above zero. Then let the cold snap come when it may.

Check the radiator solution from time to time, and when winter gets down to real business, add enough "Zerone" for lower temperatures. Scientific tests over a period of seven years have proved that radiator losses are chiefly mechanical, and that a solution of "Zerone" and water is then lost—not one or the other alone. With "Zerone" you get improved engine performance, due to better heat dissipation, and better pep and efficiency, due to prevention of rust and corrosion in a clean cooling system. Why pay more when you can get all this in a \$1.00 Anti-Freeze (\$1.20 a gallon west of the Rockies). See your "Zerone" dealer today. Du Pont, "Zerone" Division, Wilmington, Del.

Only \$1.00 a gallon—Made by DU PONT

LETTERS TO THE EDITORS (continued)

"Unseemly Howl"

Sirs:

In reading the letters of reaction to LIFE's article on Poland I as an American Pole wish to say that I was relieved on reaching a letter with the civil tone of Mr. Mizwa's. It is unfortunate that the Poles, as, I suppose, other nationals in the United States, are so intolerant of anything that does not paint them or their country 100% pink and lavender.

Much of the reaction to your article is like that toward Anna Sten's movie of the Connecticut Poles, *Wedding Night* and toward Greta Garbo's Marie Walewski in *Conquest*, both of which raised from many quarters a most unseemly howl of protest. Such unreasoning protest can do little more than discourage America from touching a Polish theme at all.

T. BIALEK

Baltimore, Md.

Youth: Japan

Sirs:

It seems impossible for American journalists to put into print the quotations which depict the correct tone of interviews. LIFE is no exception. In the story about the World Youth Congress in your Sept. 5 issue, I found under my picture, "She apologized, 'Japan doesn't know how to bring about peace.'"

I am sure that I did not say this in just so many words. Even if I said something like it, this sentence is absolutely contradictory to what I meant. I was merely regretting the dead-sureness of many of the World Youth Congress delegates in expressing that their way was the only right way to bring about "peace."

I don't know how to bring about peace with the sureness they do, but I still maintain the courage to do my little bit.

YOKO MATSUOKA

New York, N. Y.

Youth: Czechoslovakia

Sirs:

Thank you for pleasant and unpleasant notoriety but I do think that you might have been more generous to the Czechoslovak Youth delegation.

You see, I am the Czechoslovak girl on page 7 of the Sept. 5 issue (see cut). I



LUDMILA MOSTEK

didn't think that American legs, even though of Czechoslovak descent, and American underwear were particularly representative of the Czechoslovak nation. However, the picture and the point were well taken and I wear the glasses so that I can see well.

LUDMILA MOSTEK
New York, N. Y.

Great Danes

Sirs:

My boss called me in this morning and said:

"Write a memo to the guy who is sup-

posed to be editor of LIFE and tell him, in re the picture captioned 'Dalmatians at Deauville,' page 27, Sept. 12 LIFE:

1. They're not Dalmatians.
2. Dalmatians are neither fashionable nor expensive. You could blow up all of Westchester County, Palm Beach, New-



COUNTESS AND DOGS

port and probably Deauville and not kill six Dalmatians.

3. They're Harlequin Great Danes."

GAY RODINE

Secretary to Carl W. Harris
J. Walter Thompson Company
St. Louis, Mo.

● Above is another picture of the Countess and her dogs. Mr. Harris' Miss Rodine is certainly correct about the dog on the right. The dog on the left is probably a Great Dane also, although some of LIFE's dog-fancying readers insist it has Bull Terrier blood.—ED.

College Purge

Sirs:

In your Sept. 19 issue pictures are shown of the California gathering of undergraduates. For the 700 freshman girls who came to impress the 20 campus sororities it was a time of uncertainty bound to unfit 400 of them from making a very good start.

It reads like a Hitler purge. You say, "By Sept. 1 their college careers had been permanently shaped. When bids went out, 330 rushees hove happily into the haven of the Greek alphabet while nearly 400 were turned disconsolately adrift for four years upon the dismal sea of 'social inferiority.'

Why colleges tolerate this sort of thing is beyond my comprehension. My own college did away with this sort of thing 25 years ago. I should be interested to know the names of colleges which give all of their students a square deal.

BLANCHE G. PIPER
Swarthmore, Pa.

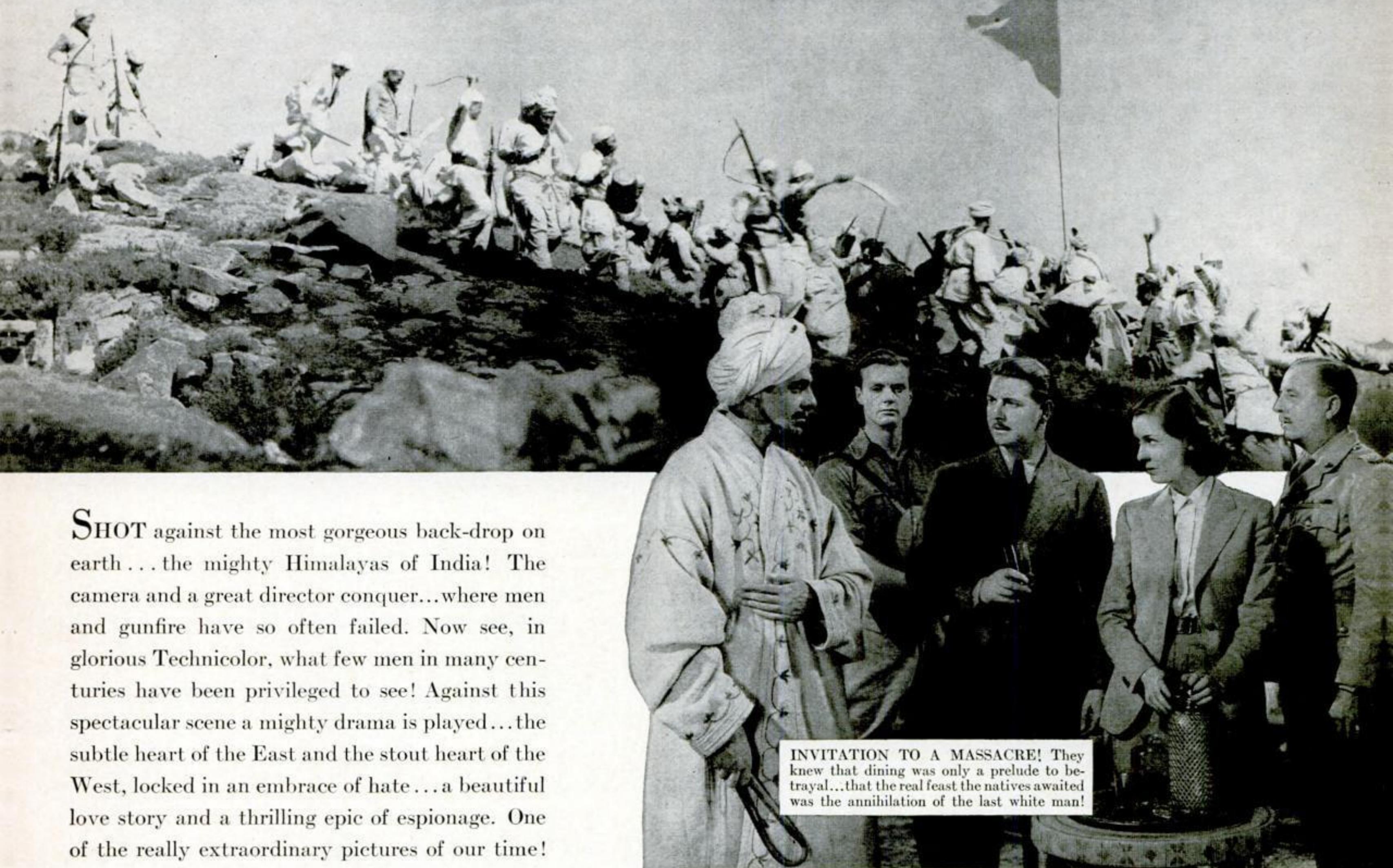
● Sororities are found in all State universities and most private western colleges but are absent from most of the eastern women's colleges. They are banned at Smith, Vassar, Wellesley, Bryn Mawr, Mount Holyoke, Barnard and Bennington.—ED.

Sirs:

I condemn the phrase "social inferiority" as applying to unaccepted sorority rushees. Rather, I would say that those who do become members of sororities could more aptly be described as "mentally inferior," if one is to judge by the manners and intelligence they display on and off the campus.

GORDON MINDER
University of California '36
Purser's Office
S.S. Lurline
Matson Navigation Company
San Francisco, Calif.

DRUMS... a Titan in Technicolor



SHOT against the most gorgeous back-drop on earth . . . the mighty Himalayas of India! The camera and a great director conquer...where men and gunfire have so often failed. Now see, in glorious Technicolor, what few men in many centuries have been privileged to see! Against this spectacular scene a mighty drama is played...the subtle heart of the East and the stout heart of the West, locked in an embrace of hate . . . a beautiful love story and a thrilling epic of espionage. One of the really extraordinary pictures of our time!

INVITATION TO A MASSACRE! They knew that dining was only a prelude to betrayal...that the real feast the natives awaited was the annihilation of the last white man!



LONG-DISTANCE CALLING! 500 miles from the telephone, communication was a major problem. Messages were relayed like this . . . when somebody else had the megaphone, the "line was busy."



NATIVE EXTRAS REFUSED, at first, to "play dead" in the thrilling battle scenes. They thought their film deaths would put an end to their cinema careers—and their salary checks!



POLO IN ITS BIRTHPLACE. For the thrilling polo scenes in "Drums", expert native players were not hard to find. The game of kings has been popular in India since 600 B.C.



CAUTION, GO SLOW! For some of the thrilling shots in "Drums" the camera crew climbed mountains two miles high . . . where the rarefied atmosphere forced them to move at a snail's pace.

Alexander Korda PRESENTS

DRUMS

IN GLORIOUS TECHNICOLOR
with SABU • RAYMOND MASSEY
DESMOND TESTER • ROGER LIVESLEY
VALERIE HOBSON

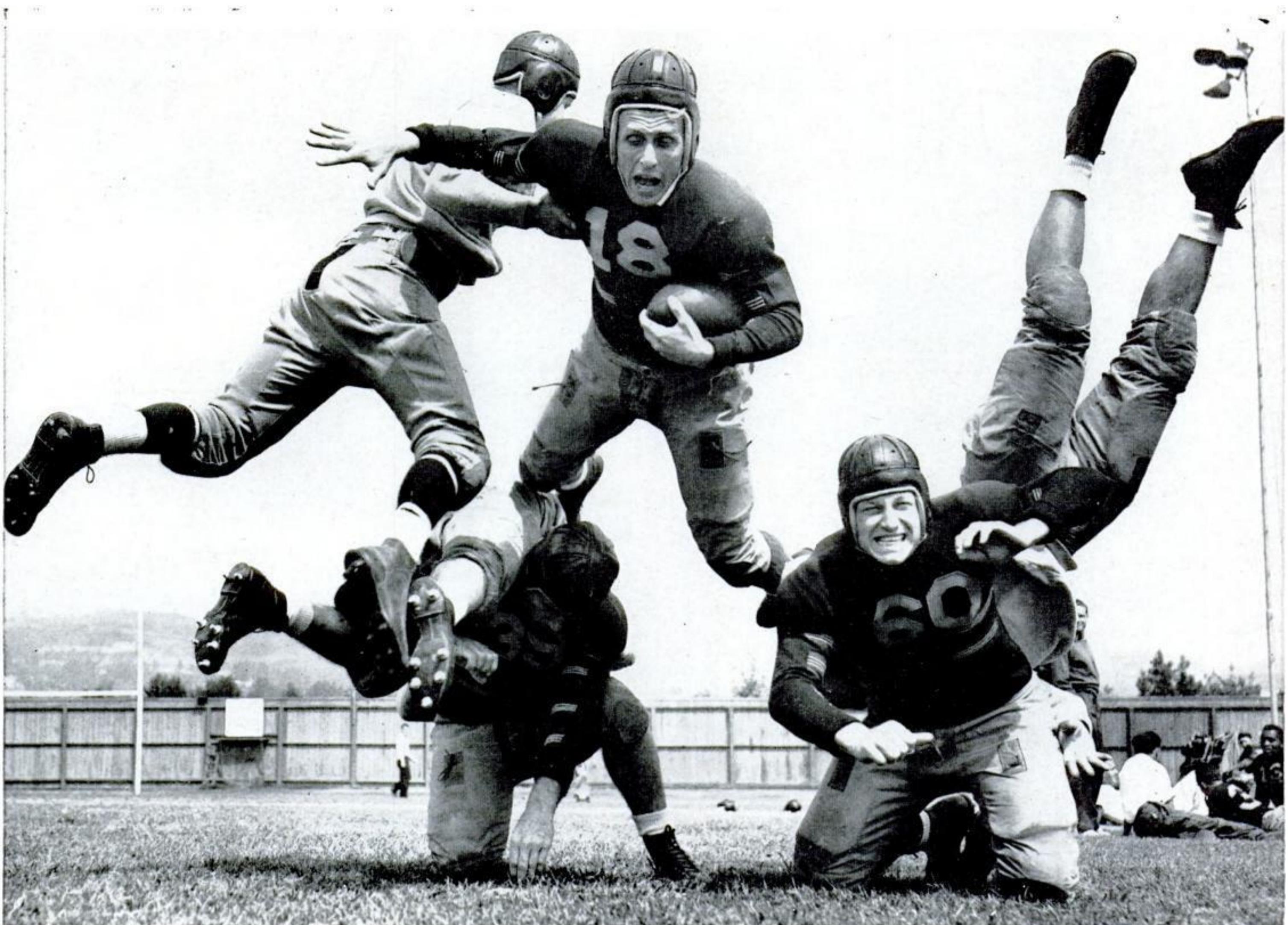
And a cast of 3,000 • DIRECTED BY ZOLTAN KORDA
FROM A STORY BY A. E. W. MASON
RELEASED THRU UNITED ARTISTS

A MOVIE QUIZ
\$250,000.00 CONTEST PICTURE

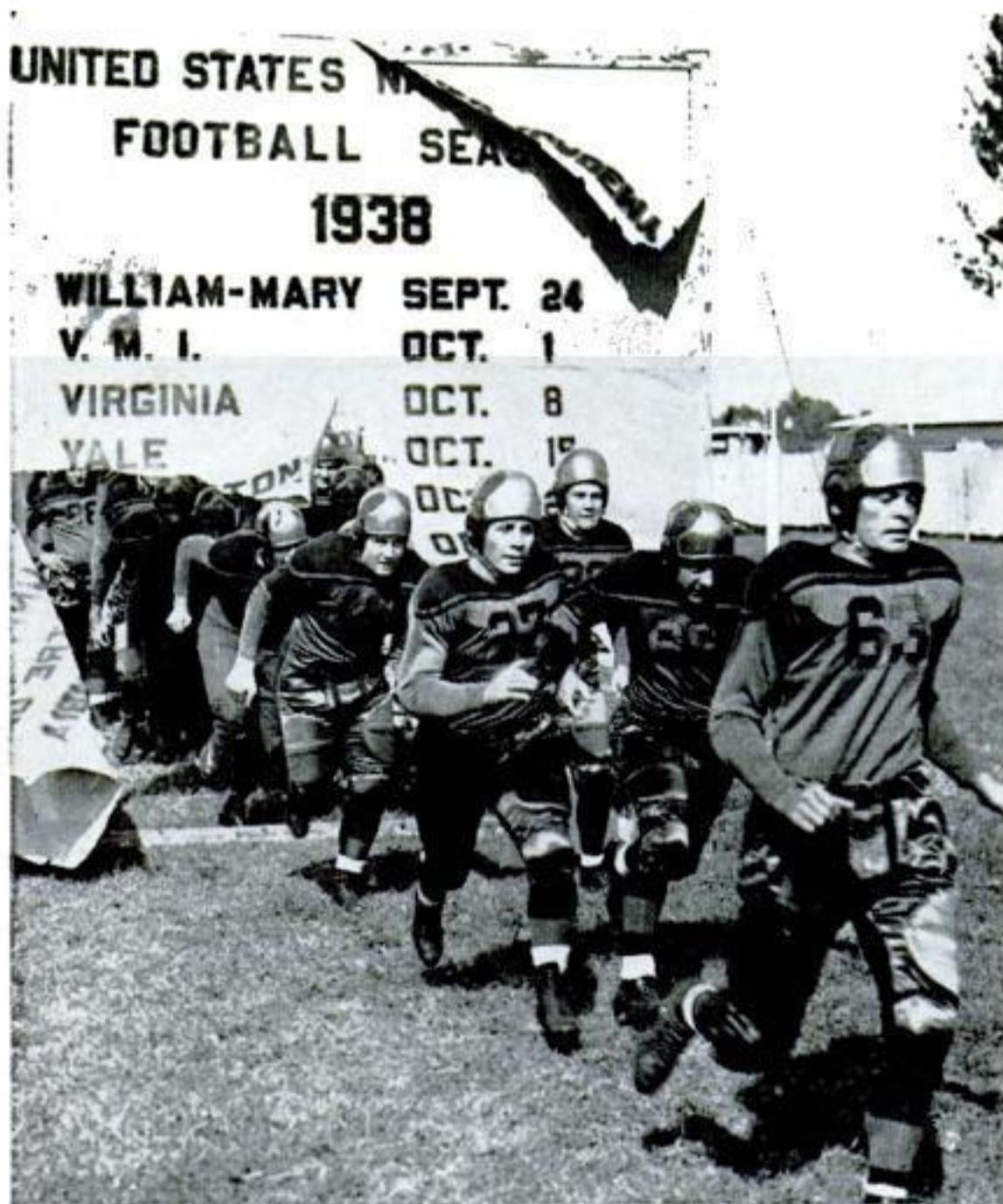
COMING SOON TO YOUR FAVORITE THEATRE — ASK THE MANAGER WHEN!

Copyrighted material

SPEAKING OF PICTURES . . .



FOUR MEN ARE OFF GROUND AT ONCE IN THIS ABSURD SCRIMMAGE. TO GET PICTURES LIKE THIS, PHOTOGRAPHERS GIVE INSTRUCTIONS WHERE TO JUMP, HOW TO FALL



Tearing a hole in its schedule, Navy's football team runs on the field. Stunts like this are popular even at conservative eastern universities.



Balancing a fullback makes a publicity picture at Northwestern. Pre-season practice consists mostly

of strenuous setting-up exercises and uncomfortable gymnastics. The photographers add their flourishes.

HERE'S FOOTBALL FOOLISHNESS

Over every college campus, as soon as football practice starts, swarm eager news photographers. No one knows better than they that pre season scrimmage is a dull affair, but their sports editors want pictures. Annually, therefore, the solution is football foolishness. The camera strategists invent spectacular plays which, in any real game, would be good for a 20-yard loss. Before their cameras All-America halfbacks dance up and down the field, looking and feeling ridiculous. Ends dive dramatically for fumbled balls; harassed linemen lumber through scrimmage making ugly faces.

Whole teams ride horses, saw wood, push a dummy. It is the silly season for football.

From year to year these pictures vary little. Each time there are the same absurd gags, the same swan dives, the same Nijinsky-like leaps. The fact that coaches allow them at all shows how college football has become highly commercialized. To fill the huge stadiums for the important October and November games, publicity must start in September. Coaches are glad to compete in framing these silly stunts. This year they have outdone themselves, producing the eye-catchers here shown.



MUSTANGS FROM SOUTHERN METHODIST CHARGE THE CAMERA, BRING THE SILLY SEASON TO HIGHEST POINT



Diving for a fumble with arms outstretched, body horizontal to ground, is the most popular of all football

pictures. Notice that the Santa Clara guard on the right is not looking at the ball but straight into the camera.



A DARTMOUTH BACK IN A HOPI INDIAN SNAKE DANCE



ABOVE, HOW TO SCARE OPPONENT. BELOW, PIROUETTE





IT HURRIES YOU ALONG

Why fumble with *five* old-style fastenings on your trousers? Today you can have the modern TALON fastener—and close or open your trousers with one quick, easy *slide*.



"Tell Me— am I safe in these Pants?"

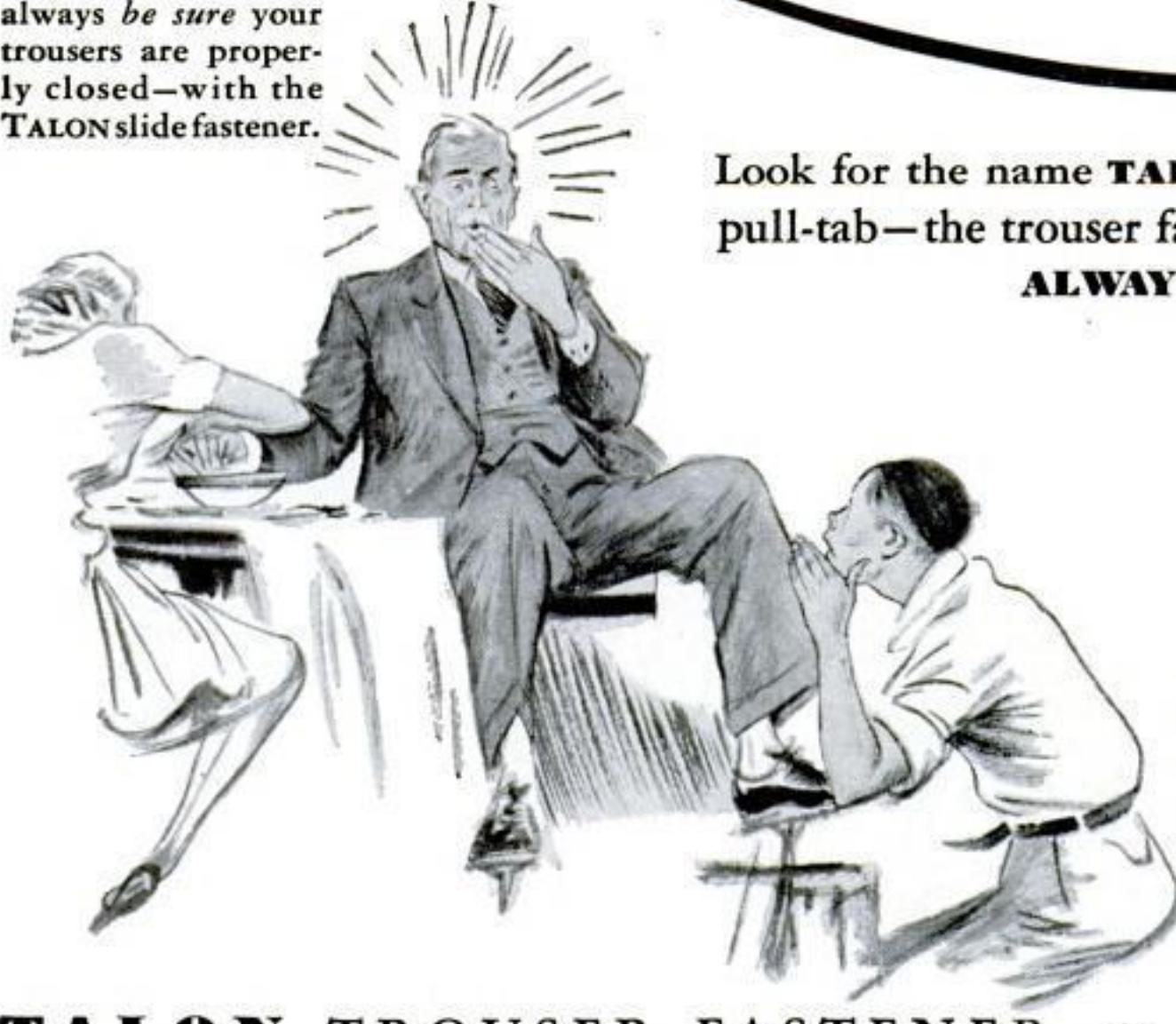
*An answer to Mr. J. S.—and to the millions
of men who like the ease, security, neatness
of the **TALON** trouser fastener*

DEAR MR. J. S.—You write, "After enjoying the ease of a slide fastener, I'd hate to go back to the old-style fly. But will this fastener ever jam?" *It won't*, Mr. J. S.—if it's a TALON slide fastener.

You say, "This fastener is a 1,000% neater—but will pressing or cleaning damage it?" *Not if it's a TALON slide fastener.*

PROTECTS YOU

Why risk wearing trousers that can come open by accident? Today you can always be sure your trousers are properly closed—with the TALON slide fastener.

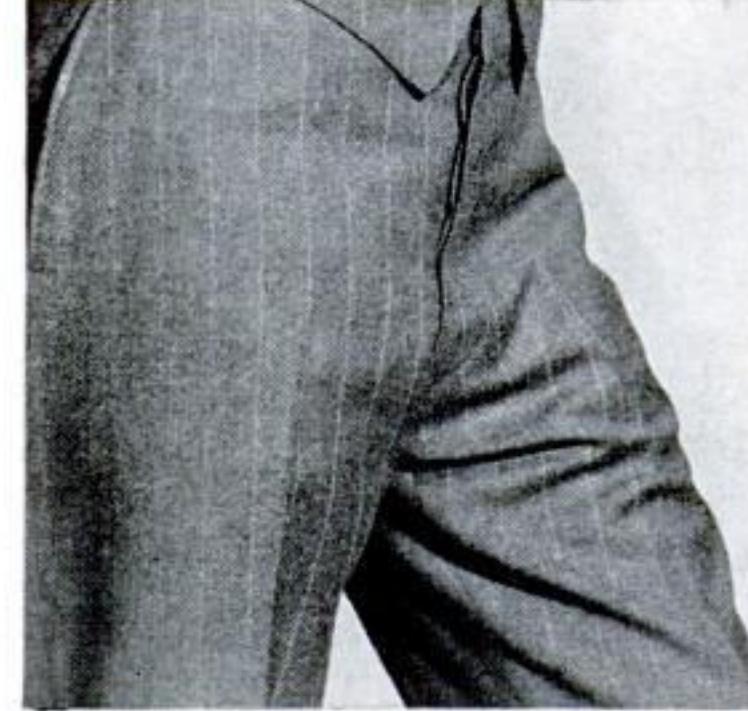


You wonder whether your slide fastener will wear out. *If it's a TALON fastener, it will OUT-wear your suit—many times over!*

The point is: the TALON fastener for trousers is a *special* kind of slide fastener. It is perfected *expressly* to give trouble-free service on trousers.

Introduced in expensive, custom-tailored clothes—it is now worn by millions of men in better-made suits and slacks of all prices.

TALON, INC., MEADVILLE, PA.

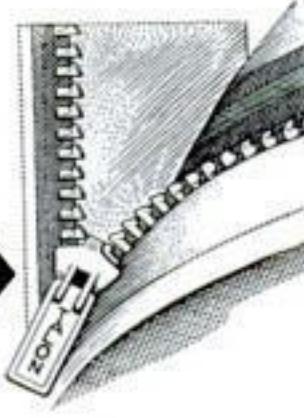


OLD OR NEW? Which makes "better sense"? The conspicuous, old-style fly that often gaps or bulges (above)? Or the well-groomed appearance of the modern, seam-smooth TALON trouser fastener (below)?



Look for the name **TALON** on the pull-tab—the trouser fastener that

ALWAYS WORKS



IT CAN'T POP

Why wear trousers with fastenings that often pop off? Today you can have the permanent TALON fastener—it never gets loose, breaks off, or has to be sewn on!



TALON TROUSER FASTENER ★ MADE BY TALON, INC. **ORIGINATORS OF THE SLIDE FASTENER**

SPEAKING OF PICTURES

(continued)



By order of photographers, Coach "Pop" Warner of Temple wears a football helmet, mounts a platform, blows a bugle as he throws out the first ball of the new season.



"Four Malemutes" of Washington wear sealskin and fox-fur parkas to look like their Alaskan namesakes. Such picture stunts are most frequent on West Coast.



Players aim cameras at this photographer to furnish another gag for Santa Clara. After several hours of posing, the players enjoyed making this kind of picture.



SUSAN: Good grief, did you hear that? Tess sent Bob packing for making that crack about her dingy dinner cloth.

MATILDA: He's an idiot to embarrass her! But we can't let them break their engagement. Let's catch Bob quick!



SUSAN: Matilda, you're crazy. Tess won't like our meddling.

MATILDA: Hold your tongue and hurry! It's time somebody showed Tess how to take that nasty tattle-tale gray out of her clothes—and Bob's the one to do it.



SUSAN: So don't mention us. Just tell Tess you didn't mean to criticize her. She works hard, but her lazy soap leaves dirt behind.

MATILDA: And hurry her to the grocer's for Fels-Naptha. Its richer golden soap and lots of naptha wash so clean, clothes shine to heaven!



BOB: Yep! Your little idea worked like a charm and she promises to let me stay in her life forever.

BANISH "TATTLE-TALE GRAY" with **FELS-NAPTHA SOAP!**

COPR. 1938, FELS & CO.

Try Fels-Naptha
Soap Chips, too—the
fastest flakes ever!

LEND A HAND!

Fire yearly takes 10,000 lives and destroys property totaling almost three hundred million dollars. More than three-fourths of this appalling toll could be prevented... by ordinary care. So every good citizen should co-operate... not

only during Fire Prevention Week (October 9-15) but every week and every day throughout the year.



THERE is a three-fold lesson to be learned from National Fire Prevention Week: (1) prevent fire by care; (2) prevent fire's financial penalty by adequate fire insurance; (3) protect yourself against those other insurable hazards that can and may cost you money.

For a loss is a loss, no matter what the

cause. Fire is Property Enemy Number One, but windstorm, explosion, accident, theft and other hazards must also be reckoned with. So protect what you have... home, business, car, personal possessions... with a complete and adequate insurance program. Any North America Agent, or your broker, will gladly

help you without obligation. He'll outline the proper insurance for your individual requirements.

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of Insurance Company of North America.

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LOSSES PAID
\$435,000,000

LIFE

Vol. 5, No. 14

October 3, 1938

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CONTENTS

THE WEEK'S EVENTS

Threat of War: Inside The Maginot Line	13
Outside The Siegfried Line	18
The Changing Map of Europe	20
LIFE on the Newsfronts of the World	24
War or Peace: Chamberlain Flies to Hitler	25
Girls Color Legion's Los Angeles Convention	26
Hurricane Sweeps Long Island and New England	28
The First LIFE House Starts Up	60

THE PHOTOGRAPHIC ESSAY

Negroes: The U. S. Also Has a Minority Problem	48
--	----

CLOSE-UP

The Rise and Decline of Benito Mussolini by G. A. Borgese	42
---	----

MOVIES

"That Certain Age"	32
. . . And Deanna Durbin Devotees in Action	33

MODERN LIVING

Taxi Exercises for Busy Girls	40
---	----

SPORTS

Artist Brodie Reports on the Pennant-Winning Yankees	46
--	----

OTHER DEPARTMENTS

Letters to the Editors	2
Speaking of Pictures—Football Foolishness	6
LIFE Goes to a Party with the Windsors on the Riviera	64
Pictures to the Editors	70

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LIFE'S COVER: The soldier in the steel helmet on this week's cover of LIFE is a Czech, photographed by LIFE's Margaret Bourke-White. His name is J. Denemark. He is an underlieutenant. His home is in Prague. He and his country are the fulcrum on which the peace of Europe has for days been seesawing. Last week, Underlieutenant Denemark and the rest of the Czechoslovak Army were mobilized on a war basis, Germany massed 500,000 troops on the Sudeten border, and France was packing her Maginot Line (see p. 13) with soldiers.

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*A fashionable wardrobe is Ann's,
'Twill fill all her social demands,
But smartest of all,
Are her gloves for Fall:
Kayser "Star-Point," that flatter her hands!*

YOU'LL enjoy that well-dressed feeling when you put on these glamorous Star-Point* gloves! Note the slimming effect of the leather on the soft rayon Kaysuede*—the new just-over-the-wristbone length—the chic self-embroidery! Fashion critics praise their ability to point up the new town clothes! Made in U. S. A. \$1.00 a pair

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In smart new styles you choose yourself! And there are 122 other prizes you can win! It's easy and fun! Get entry blank from your store that sells Kayser gloves, hosiery, or underwear, for details of this big contest.

BE WISER...BUY

AT SMART STORES THE WORLD OVER

*Trade Mark Reg.

The Motorman's Reward

1. Here's the story, Gladys. On the Owl run, I make Walnut Street about 2:25 a.m. Several nights in a row, I notice an old geezer out on his terrace, looking at the stars through a swell telescope. Now, that's my hobby, too ...



2. So the next time I'm ahead of schedule, with no one aboard, I stop the car and mosey over. "Evening, perfesser," I say. "It so happens I got the star-gazing bug myself, and I been envying you that swell telescope."



3. "You've got me wrong," says the old fellow, sad-like. "I'm not a professor, I'm a banker. But this keeps me occupied nights when I can't sleep. Coffee, you know. I love it, but caffeine keeps me awake."



4. "That's a shame," I say. "Why don't you try Sanka Coffee? It's a peacherino of a coffee! And it can't keep you up nights 'cause 97% of the caffeine has been taken out." He looks doubtful...but agrees to try Sanka.



5. That's the last I see of Mr. Star-gazer. But today there's this telescope left at the barns, with a letter. "Dear No. 8943," it says, "here's the telescope, with many thanks. That Sanka Coffee is wonderful stuff. And from now on I'm spending my nights asleep!"

READ WHAT THE AMERICAN MEDICAL ASSOCIATION SAYS ABOUT SANKA COFFEE:

SANKA COFFEE has been accepted by the Council on Foods of the American Medical Association, with this statement:

"Sanka Coffee is free from caffeine effect and can be used when other coffee is forbidden."

This is *proof* that, if you're one of those kept awake by the caffeine in coffee, you can enjoy Sanka Coffee...without losing sleep. Sanka Coffee is *real* coffee—all coffee...with 97% of the caffeine removed.

TUNE IN "WE, THE PEOPLE"...laughs, pathos, thrills, drama, as real people tell true experiences!—Tuesday evening—Columbia Network—see your local paper for time and station.

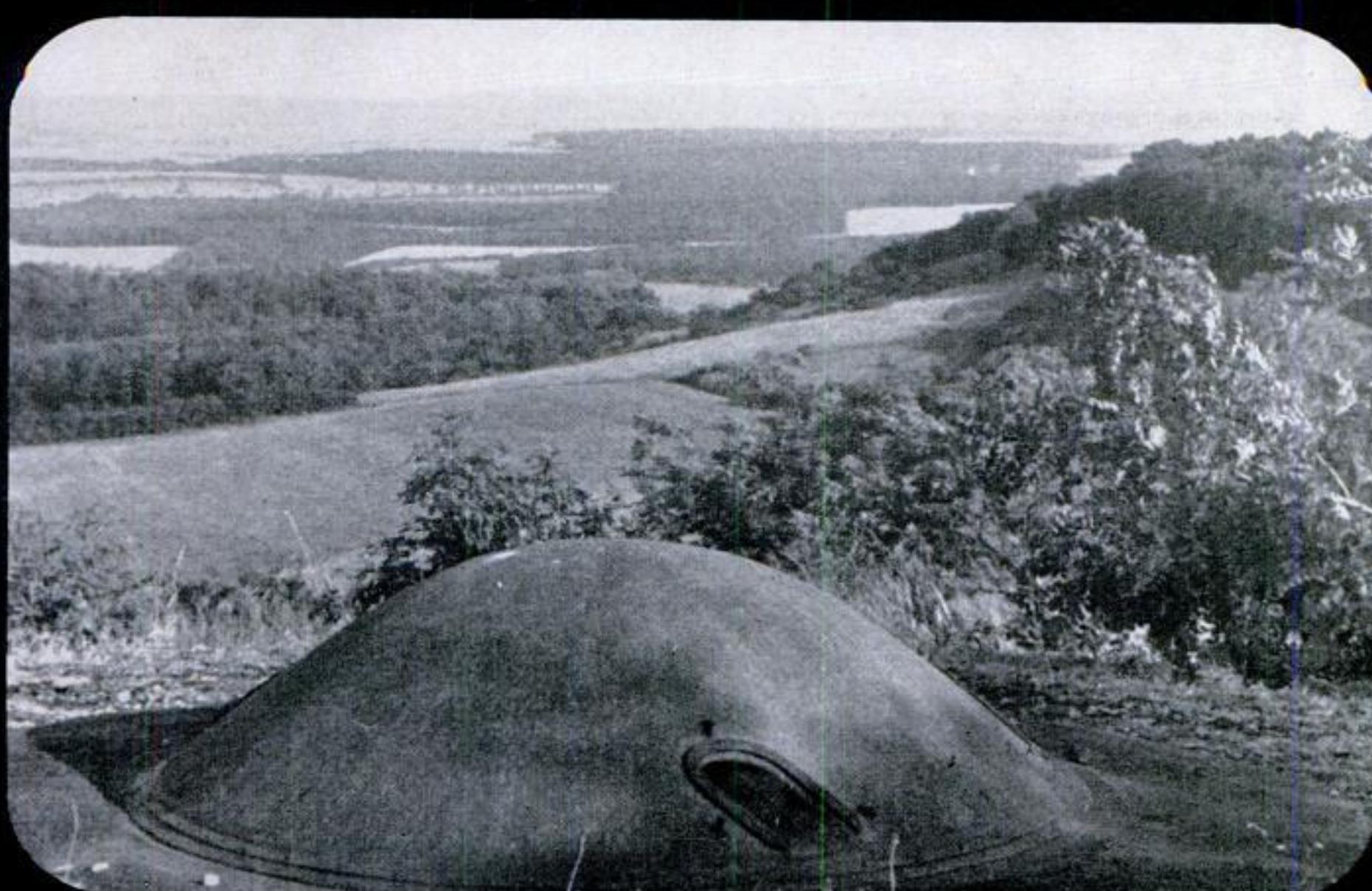
To enjoy *all* of Sanka Coffee's rich, satisfying flavor, make it strong...as all good coffee should be made! Use your favorite method, and a heaping tablespoon for each cup. If you "perk" it, give it a few extra minutes on the fire.

Your grocer has Sanka Coffee in either drip or regular grind. Get a can today. A General Foods Product.



SANKA COFFEE

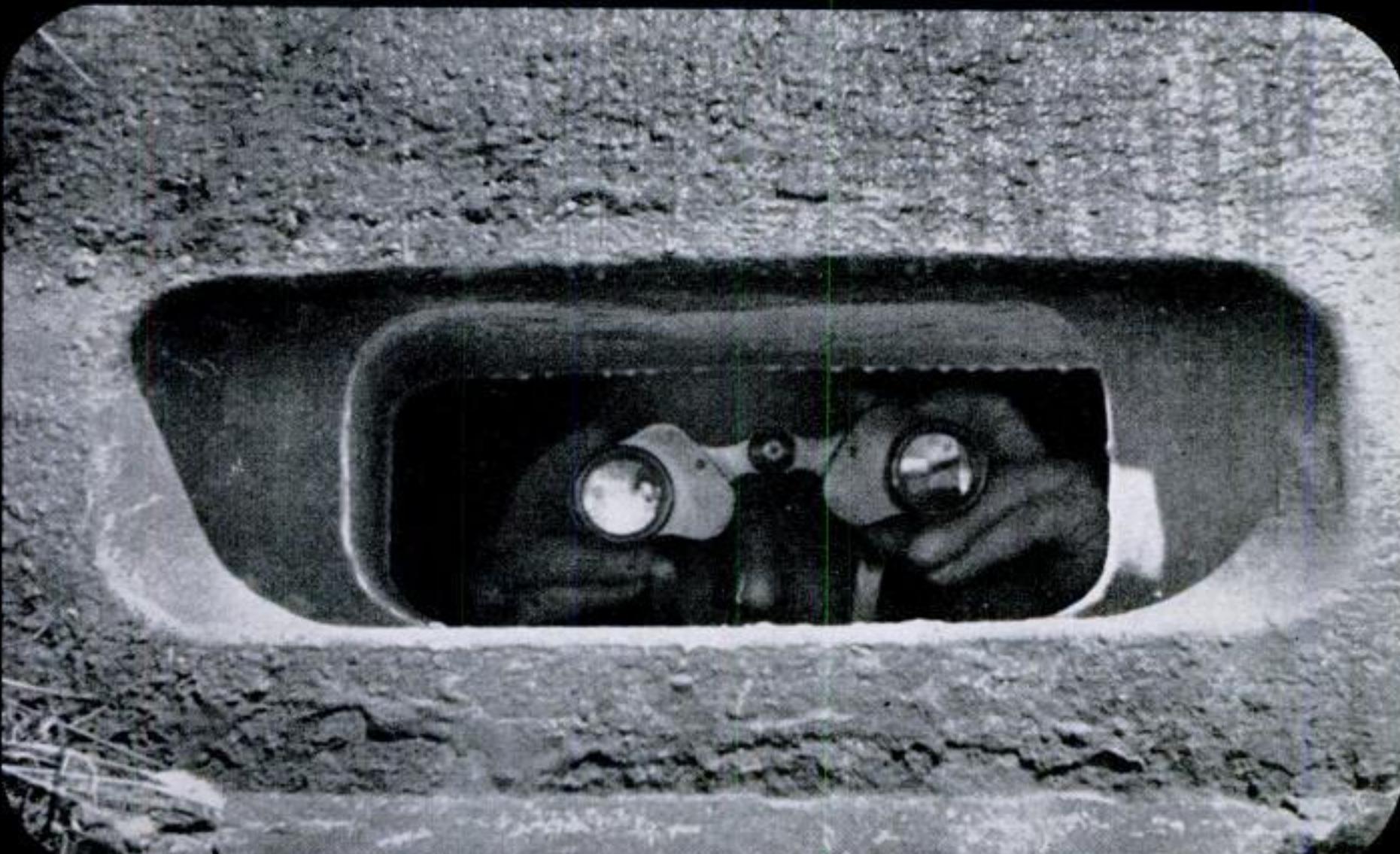
REAL COFFEE...97% CAFFEIN-FREE...DRINK IT AND SLEEP



A CAP OF CONCRETE ON A HILLTOP OVERLOOKING THE MOSELLE RIVER CONCEALS A MORTAR THAT FIRES NEARLY STRAIGHT UP OUT OF THE TURRET Porthole. IN THE FAR DISTANCE IS GERMANY'S SAAR BASIN



THE GUNS OF THE MAGINOT LINE POINT TOWARD THE EAST, TOWARD GERMANY. THE TURRETS REVOLVE AND THE GUNS CAN BE RAISED AND LOWERED. NOTICE THE TWO OBSERVERS' PORTS FLANKING THE GUN



THE EYES OF FRANCE PEER FROM THE MAGINOT LINE TOWARD GERMANY. A SOLDIER LOOKS THROUGH BINOCULARS FROM AN EMBRASURE LIKE THOSE SHOWN ABOVE. FOR SCENES INSIDE THE LINE SEE FOLLOWING PAGES

LIFE

Vol. 5, No. 14

October 3, 1938

"INSIDE FRANCE'S MAGINOT LINE"

The March of Time photographs
the one fixed boundary in a
Europe of trembling frontiers

The threat of war last week massed millions of soldiers upon the fragile frontiers of Europe. The 20-year-old boundary of Czechoslovakia had collapsed under diplomatic pressure from Germany, England and France. Many another frontier was trembling violently. At this moment there arrived in the U. S. a movie of France's Maginot Line, taken by LIFE's sister-organization, *The March of Time*, with the permission of the French War Ministry. Soon to be released on the screen under the title of *Inside the Maginot Line*, this was a scoop of the first magnitude. The Maginot Line, packed with military secrets, has never before been shown in detail. LIFE prints exclusive stills from this film on the following pages this week because the Maginot Line marks Europe's No. 1 fixed frontier, drawn in steel and concrete, the only writing that Europe hesitates to erase.

The Maginot Line from Switzerland to Flanders is really a series of "pillboxes" connecting France's old fortifications with two gigantic new fortresses, Hackenberg and Hochwald, covering the great iron and industrial region of Lorraine. The pictures on the following pages are at Rochonvillers, 20 miles north of Metz. The waters of the Moselle (*see top, left*) cross the frontier here, occasionally flood German coal diggings. The French side is pleasantly wooded. But beneath these sylvan hilltops 300,000 French troops man fortifications that have cost France \$400,000,000.

These defense works were begun in 1925 by the late French War Minister André Maginot. They set a fashion that has been followed all over Europe, by Czechoslovakia, Belgium, Russia, Switzerland, and Poland. But the greatest imitator of all is Germany which has now tried to checkmate the Maginot Line by a more lightly-built triple line of fortifications on the German side (*see p. 18*). Experts have tried to predict whether one or both of the French and German fortified lines can be broken. Only one thing is certain. All this concrete and steel will prevent any such sweeping advance in the early days of a war as was seen in August 1914.

THE STEEL AND CONCRETE FRONTIER OF FRANCE

Page 14



GARRISON TROOPS OF THE MAGINOT LINE LEAVE THEIR BARRACKS (CASERNE) BEHIND THE LINE TO MAN THE FORT AT ROCHONVILLERS NEAR METZ



TROOPS AFTER MANEUVERING IN FRONT OF MAGINOT LINE RETURN THROUGH STEEL RAILS DESIGNED TO STOP GERMAN TANKS. LAND SLOPES TOWARD RHINE



THROUGH BARBED WIRE STRUNG ON METAL STAKES THE FRENCH TROOPS MARCH UP TO THE GRASS-SOWN HILLTOP BENEATH WHICH ARE THE VAST SUBTERRANEAN WORKS



THEY PASS METAL VENTILATORS HIDDEN ON THE LEE SIDE. SEVERAL COULD BE HIT BY SHELLS WITHOUT DISRUPTING THE VENTILATION SYSTEM OF THE FORT



INTO THE ENTRANCE OF THE FORT MARCHES THE LITTLE DETACHMENT OF FORTRESS INFANTRY. NOTICE THE WAY THE PAINT HAS BLISTERED AND CRACKED



ONE BY ONE THE MEN CLIMB DOWN FROM ONE LEVEL TO THE NEXT BY STEEL LADDER, RIFLE AND GEAR SLUNG OVER SHOULDER. NOTICE CEILING LAMP



DOWN ONE OF THE LONG CORRIDORS OF MAGINOT LINE, HONEYCOMBED WITH WIRES AND PIPES, COMES A DETACHMENT LED BY AN OFFICER



COURIERS USE BICYCLES TO GET IN A HURRY THROUGH THE LONG CATACOMBS OF THE MAGINOT LINE. NOTICE RAILWAY TRACKS AND SWITCH FOR UNDERGROUND TRAINS



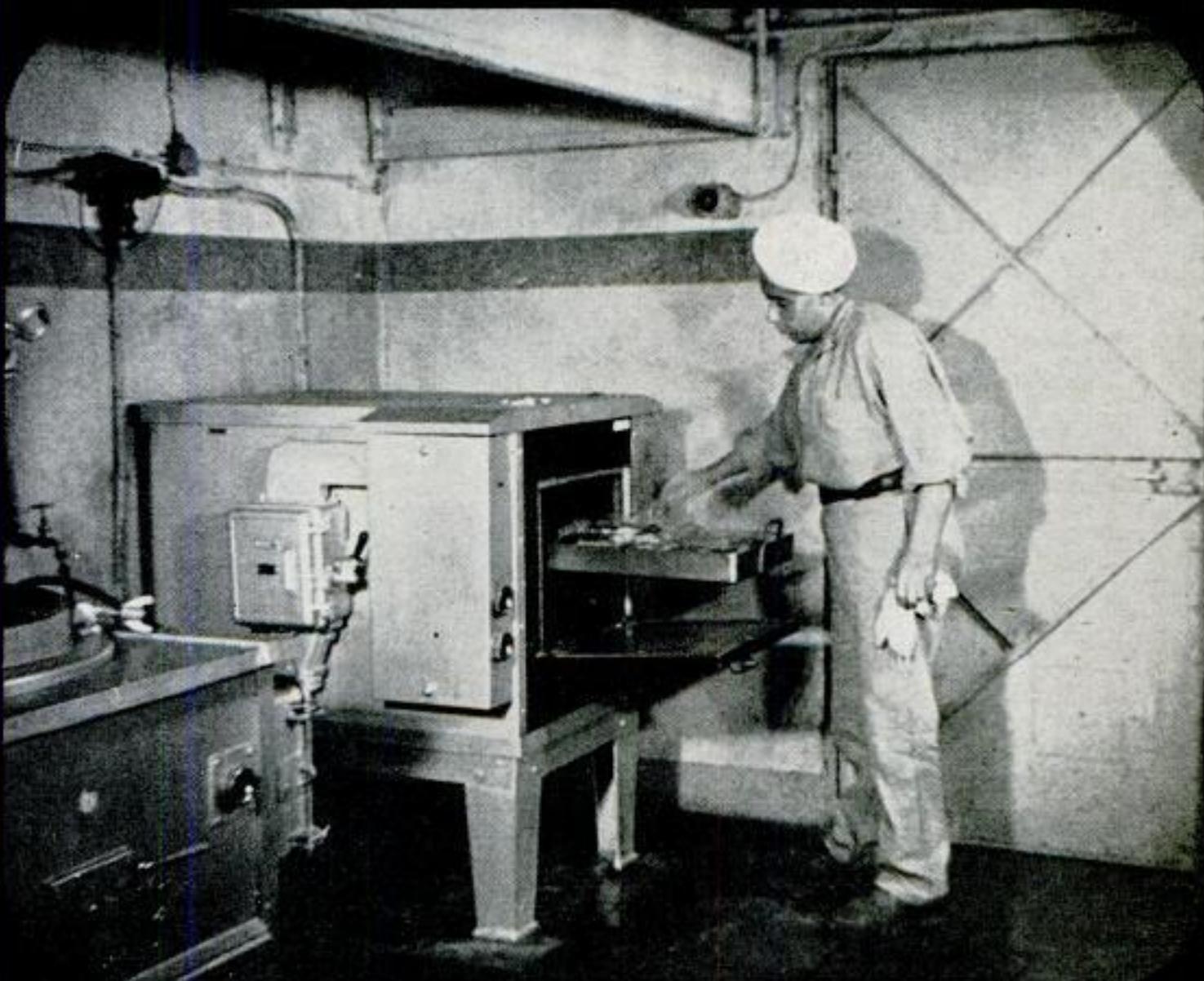
THE MEN MAN THEIR STATIONS. THESE ARE IN ONE OF THE SMALLER PILL-BOXES. THEY USE LIGHT AND HEAVY MACHINE GUNS AND AUTOMATIC RIFLES



RIFLES AND HELMETS ARE STACKED TOGETHER WHEN THE MEN ARE NOT AT THEIR POSTS. THE GUNS ARE MADE BY FRANCE'S GREAT SCHNEIDER-CREUSOT WORKS



TRAINS THAT IN WARTIME WOULD BRING UP SHELLS AND POWDER HERE TRANSPORT FROM THE UNDERGROUND STOREHOUSES A BARREL OF WINE AND FOOD FOR DINNER



THE KITCHENS UNDERGROUND ARE ALL RUN BY ELECTRICITY—THE ONLY KIND OF POWER PERMITTED IN THE MAGINOT LINE. ARMY COOK PREPARES DINNER

CONTINUED ON NEXT PAGE

THE STEEL AND CONCRETE FRONTIER OF FRANCE

(continued)



A GOOD FRENCH DINNER WITH WINE IS SERVED ON METAL TABLES THAT ARE SWUNG UP AND LATCHED TO THE WALL. OFFICERS COME ASKING FOR COMPLAINTS



MEN WASH AT LONG TROUGHES FAR UNDERGROUND (SEE CHART ON OPPOSITE PAGE). ALL THE GREAT FORTS OF THE MAGINOT LINE HAVE ELABORATE DRAINAGE SYSTEMS



AFTER MEALS THE MEN PLAY CHESS, READ, SING, HAVE WHATEVER FUN THEY CAN IN THE CANTEEN WELL BELOW THE SURFACE. VENTILATORS CARRY OFF CIGARETTE SMOKE



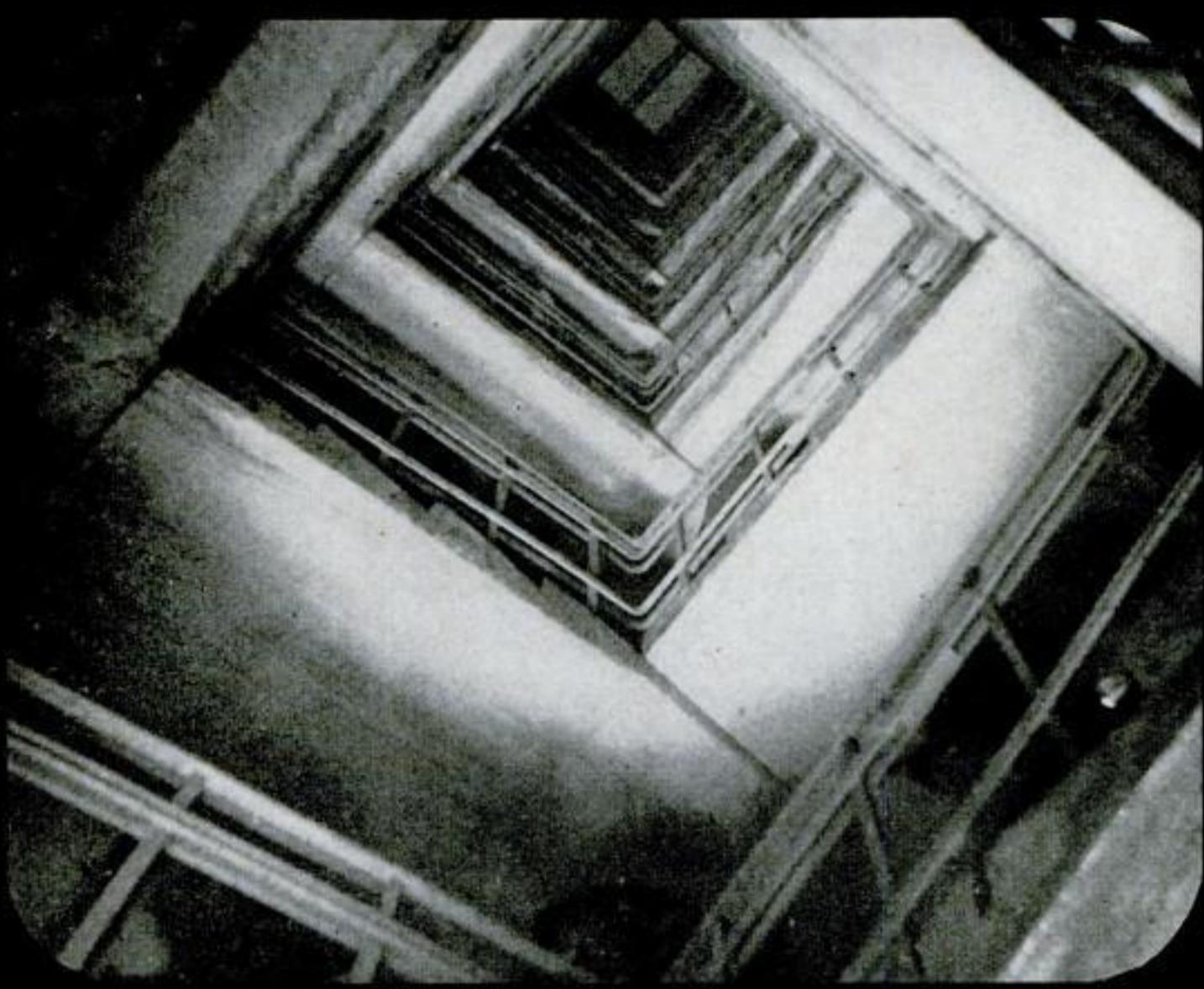
THIS FRENCHMAN'S SMALL TALENT WITH AN HARMONICA BECOMES IMPORTANT IF FRANCE GOES TO WAR. HIS PLAYING CAN MAKE HIM OR BREAK HIM WITH HIS MATES



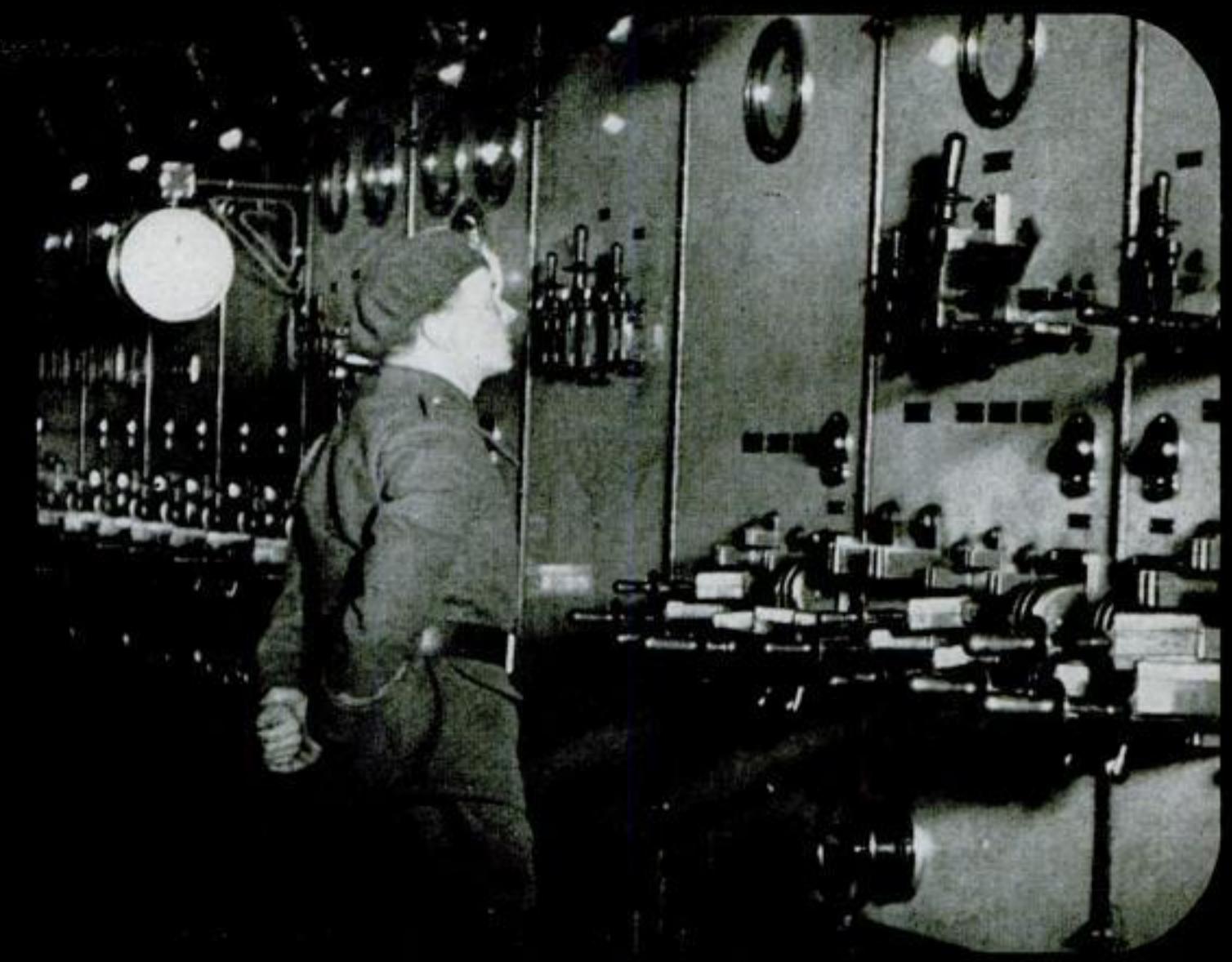
THE ALARM TO MAN ALL STATIONS IS A COMMONPLACE TO PREPARE THE MEN FOR THE LAST CRUCIAL ALARM OF ALL. MANY SLEEP IN UNIFORMS



OLD-FASHIONED BOOTS MEANT FOR TRENCH AND OPEN WARFARE ARE ONLY A NUISANCE IN THE MAGINOT LINE. MEN SLEEP IN DOUBLE-DECKER IRON BUNKS

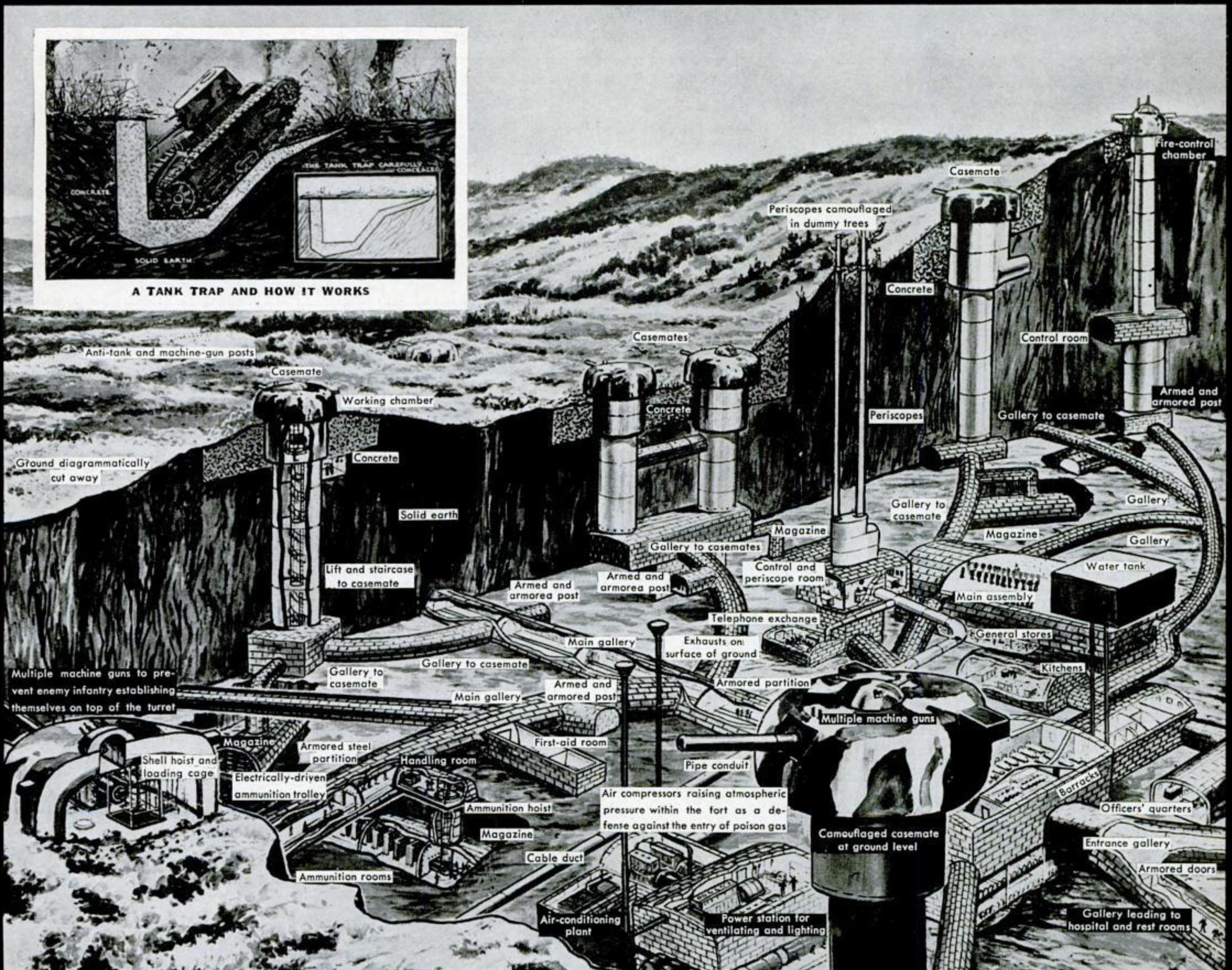


THE AMAZING DEPTH OF THE GREAT FORTS IN THE MAGINOT LINE IS SHOWN BY THIS PICTURE LOOKING UP FROM A LOWER LEVEL TOWARD THE SIX LEVELS ABOVE



THE POWER CONTROL STATION'S COMPLICATED BATTERY OF SWITCHES FOR POWER, LIGHT, VENTILATION, IS MANNED BY THIS MASTER ELECTRICIAN. ENGINES ARE DIESEL

Diagram of a typical fort in France's Maginot Line (from Illustrated London News)



THE GIGANTIC SCALE OF THE UNDERGROUND CITY THAT CONSTITUTES A TYPICAL FORT IN THE MAGINOT LINE IS

SHOWN IN THIS DRAWING WITH THE EARTH STRIPPED OFF. ALL THE KEY POINTS ARE FAR BELOW THE SUR-

FACE, INVULNERABLE TO SHELLS AND BOMBS. THE SOLDIERS' BARRACKS ARE USUALLY CLOSE TO THE TURRETS

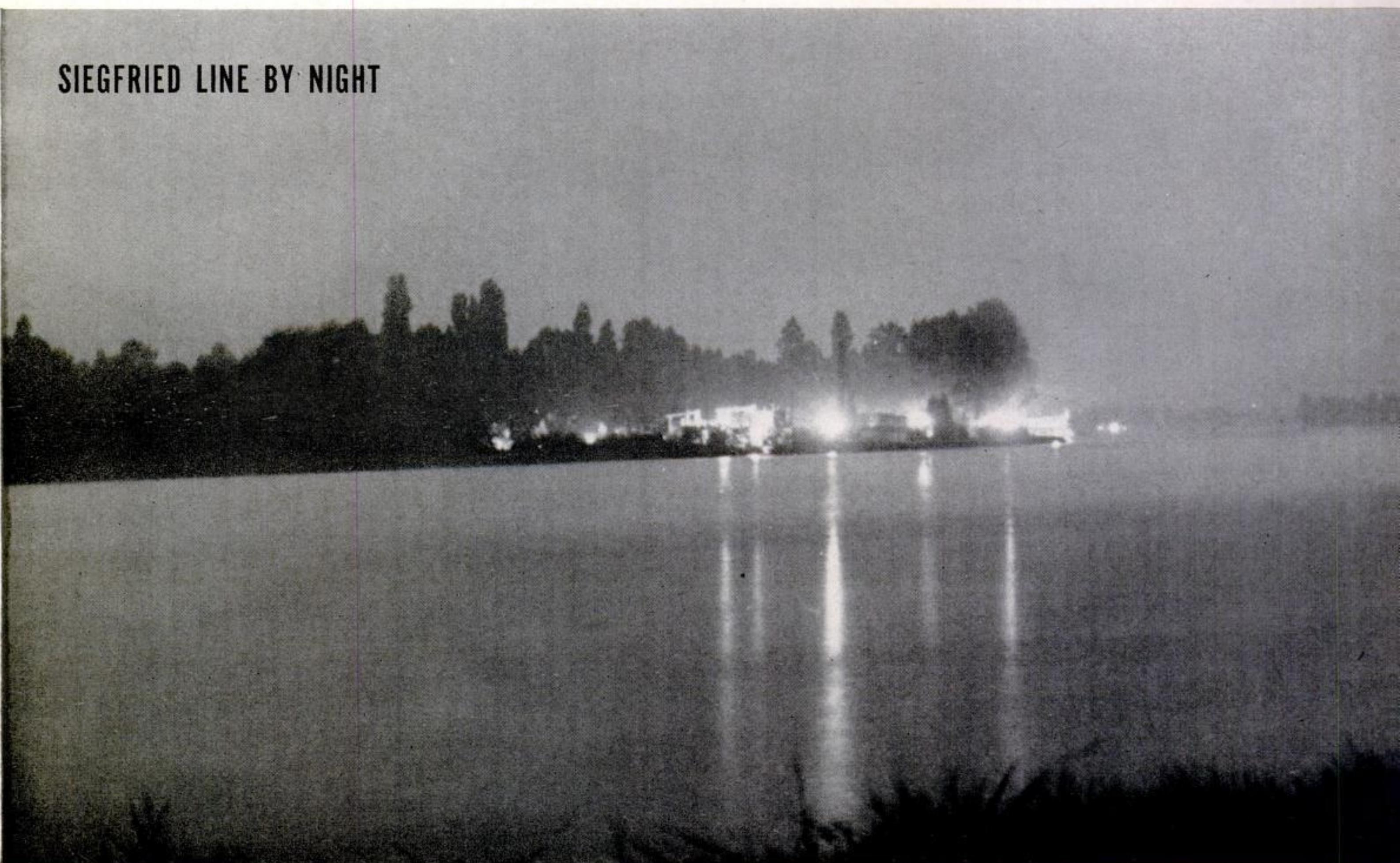
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SIEGFRIED LINE BY DAY



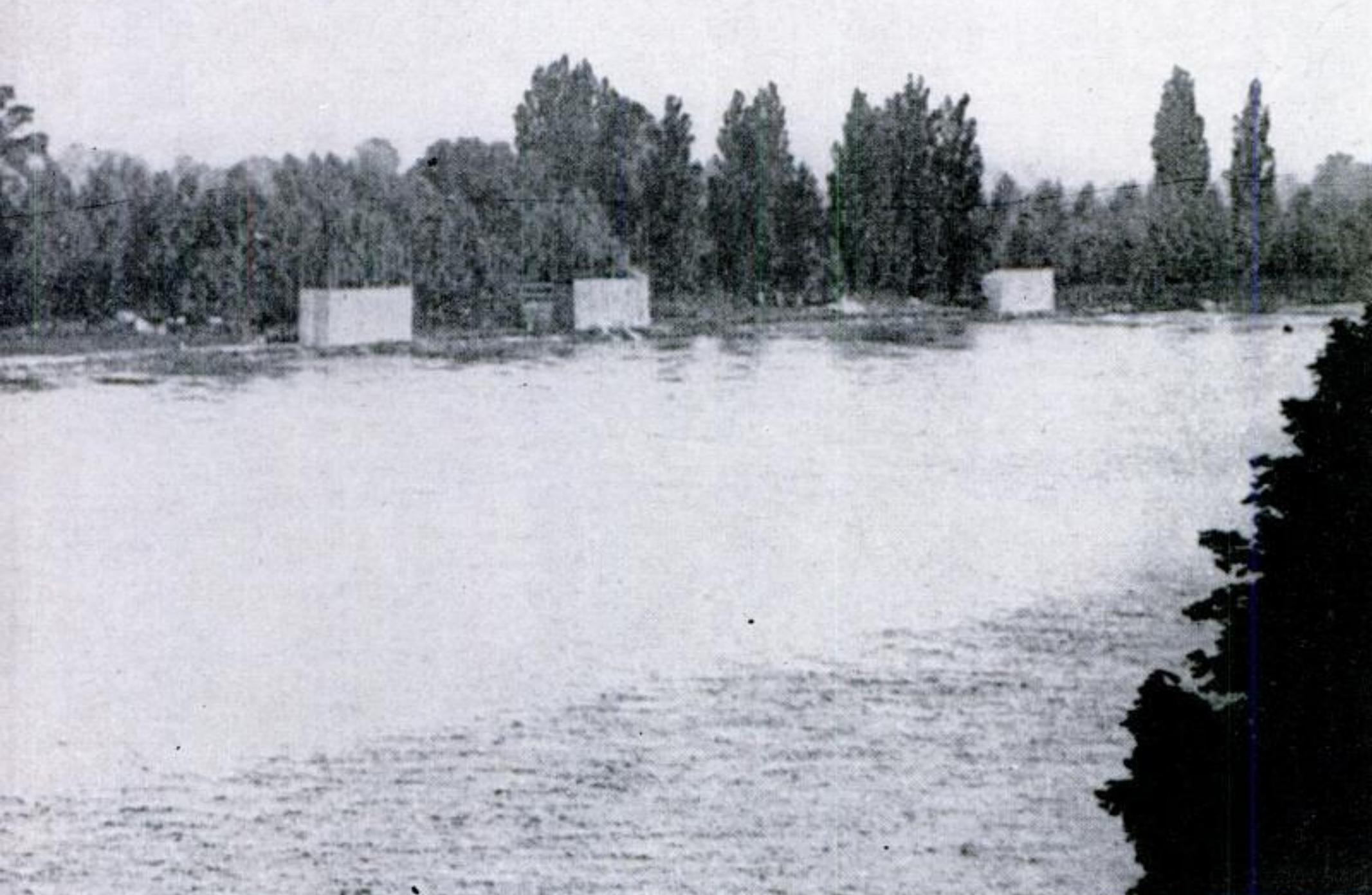
278,000 GERMAN WORKERS FRANTICALLY POUR CONCRETE BEHIND WOODEN SCREENS ALONG THE EASTERN BANK OF THE RIVER RHINE TO COMPLETE THE SIEGFRIED LINE.

SIEGFRIED LINE BY NIGHT



AT NIGHT, LIGHTS BLAZE ON THE GERMAN SIDE AS THE GERMAN NIGHT SHIFT RUSHES ON WITH THE CONCRETE-POURING, WHILE FRENCH AND GERMAN PEASANTS SLEEP.

HITLER'S SIEGFRIED LINE LOOKS ACROSS THE RHINE AT THE MAGINOT LINE



THESE WORKS ARE NEAR KEHL, THE GERMAN CITY ACROSS THE RHINE FROM STRASBOURG

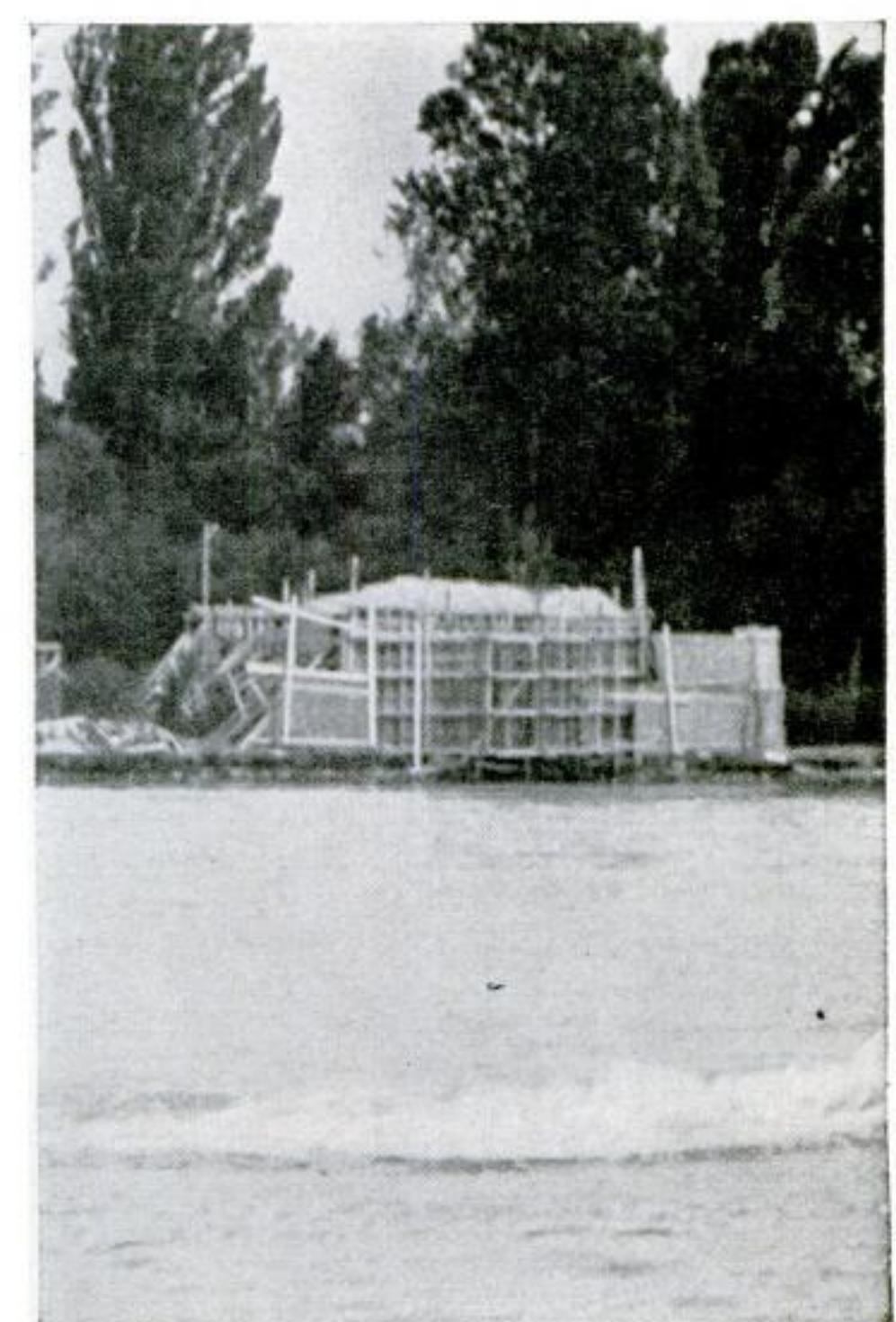


THIS WORK PROFOUNDLY IMPRESSED THE FRENCH, ADDED TO THE DRAMATIC EFFECT OF HITLER'S THREATS

On Germany's answer to France's Maginot Line, Adolf Hitler has given LIFE no such co-operation as have the French. Only pictures of Hitler's Siegfried Line are sneaked shots from the French side of the Rhine, shown on these pages. The German Siegfried Line is supposed to run from Switzerland to Luxembourg, to be backed up by two other more formidable lines. Its key points are the rebuilt Isten fortress opposite French Mulhouse, the fortifications shown here at Kehl opposite French Strasbourg, the Saar forts and the defenses of Cologne. Foreigners are not permitted in these areas, nor in similar defense areas on the Belgian, Dutch, Danish, Polish, Lithuanian and Czech borders.

One month ago Hitler came to Kehl to see how far his army engineers had carried these defenses. He was so disappointed that he nearly wept. He roundly insulted the Prussian officers accompanying him. Thereupon he gave the word to Germany's great roadbuilder, Dr. Fritz Todt, and mobilized, as he said at Nürnberg, half a million men to speed up the work. By Sept. 15 the Third Reich was supposed to be invasion-proof.

There is ample reason to take this claim seriously. Concrete can be poured fast. And the World War proved that concrete can hold out against modern explosives. Such forts as Belfort and Verdun were never taken. Notice that what you see at left are not the actual fortifications but the screens erected to conceal the progress of the work. This is common practice also on the Maginot Line. The pillboxes are actually low-lying like the Maginot pillboxes.



SNEAKED CLOSE-UP OF SIEGFRIED LINE PILLBOX

CONTINUED ON NEXT PAGE

IN 20 YEARS EUROPE'S MAP HAS BEEN DRAWN AND REDRAWN BY WAR AND DIPLOMACY

LIFE charts the march of history from the last war to the threat of the next one

The arbitrary redrawing of the Map of Europe by Chamberlain and Hitler is in the strict tradition of European diplomacy. Nobody thought it important to ask the people living on the land in question what they wanted. A plebiscite, said Chamberlain, would have been "objectionable." Even the Czech President agreed. What this method of map making has accomplished since 1914 is shown by LIFE in the maps on the following pages. Every trouble-spot in Europe this week or next week or next month has been carved and recarved by Europe's map makers in the last 24 years.

Below is the pre-War Europe of 1914. On the bottom of the opposite page is Europe as the post-War treaties of Versailles, Trianon, St. Germain, Neuilly and Sèvres, ordered it to look. But before these colossal changes appeared on the map, the two masterpieces of diplomacy shown at right had tentatively shuffled around the war-weary peoples of Europe.

Little-known are the provisions of the secret treaties which the Allies made with one another before the end of the War. Mostly they were bribes to one another and to newcomers to the fight. These promises were made in the purest spirit of unscrupulous horse-trading. Albania, for example, was promised to both Italy and Greece. All Turkey's south-

ern Anatolia was also promised to both Italy and Greece. Austria had promised Italy a good deal if Italy would come in on Austria's side but the Allies could and did offer Italy a great deal more. Italy took the Allied offer. Rumania was won over in much the same way.

At this time the principle of "self-determination" was just a German Socialist phrase, *Selbstbestimmungsrecht*. President Woodrow Wilson borrowed it from a Socialist conference in 1915, saying "We believe these fundamental things: First, that every people has a right to choose the sovereignty under which they shall live. . . ." Wilson knew about the secret treaties as early as April 1917, but felt that U. S. entry into the War had made them all null and void, since the Allies by themselves seemed to be losing the War.

So popular had the idea of self-determination become by 1918 that when the Germans had defeated Russia, Serbia, Rumania and Montenegro, they felt obliged to pay lip service to it. Result was the German Peace with Bolshevik Russia signed at Brest-Litovsk. The Germans were the first to create the new eastern European states, out of the carcass of Tzarist Russia. These states were puppet regimes all primed to throw in with the German Empire. No votes were taken in the European

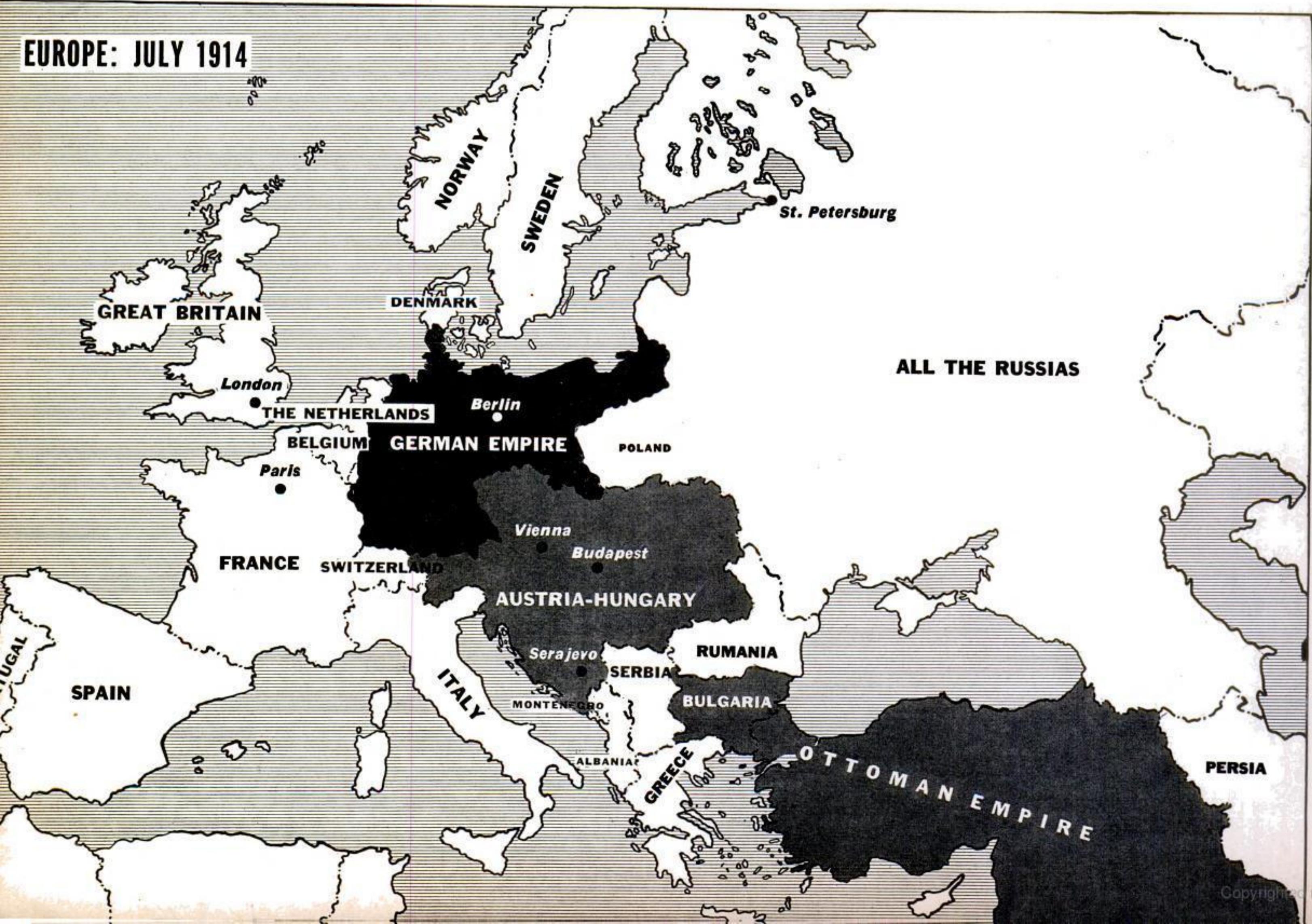
areas splashed around by Germany at Brest-Litovsk.

At Versailles a year later Germany was forced by the victorious Allies to repudiate the Treaty of Brest-Litovsk but Nazi Germany can probably find a legal basis today for trying to hold Bolshevik Russia to the treaty it signed when it was young and hard pressed.

The prime goats of Europe's post-War treaties were, surprisingly, not Germany, but Austria, Hungary, Bolshevik Russia and Turkey. In all this vast shuffling of peoples, plebiscites were held for a total of 3,500,000 people in relatively tiny patches. Mass meetings, riots, rump parliaments, newspaper editorials and hunches were used by the peacemakers in 1919 as in 1938 as the basis for "self-determination." Versailles was a vast underground circus of intrigue between the old-style diplomats and Woodrow Wilson's experts on self-determination. The diplomats won but no expert has ever been able to find in the treaties any general basic principle of any kind. The United States took nothing. Disillusioned and broken, Woodrow Wilson went home to die.

Even before he left, the armies of Europe began redrawing his map. For what military force accomplished in 1919-23, turn the page. Climax of the old-fashioned way of making maps came last week when Germany grabbed at Czechoslovakia.

EUROPE: JULY 1914





During the War, the Allies secretly divided up Europe on the assumption of victory. They promised Alsace-Lorraine and the entire Saar valley to France, the creation of an autonomous state in the Rhineland. They gave Italy the Austrian Trentino, Trieste, Istria, Zara, Albania and a whopping piece of Turkey. Albania and the same piece of Turkey were also promised to Greece. Rumania got Transylvania and the Banat; the Serbs, South-Slavia; Russia, the Dardanelles and Transcaucasia. Britain took Mesopotamia. The Czech patriot, Masaryk, was promised Bohemia and, if the Slovaks agreed, Slovakia.

Germany imposed its peace on Bolshevik Russia in March 1918 at Brest-Litovsk where it created Finland, Estonia, Latvia, Lithuania and Poland. (Earlier it had let conquered Rumania, Serbia and Montenegro pretty much alone.) A puppet regime in Latvia promptly voted to join the German Empire. Master creation of Germany whose troops reached the Don, was the Ukrainian People's Republic where White Russians, Rumanians, Poles and Bolsheviks battled obscurely for five years. One little plebiscite was actually called for on the Turkish border which came out in Turkey's favor. **CONTINUED ON NEXT PAGE**

EUROPE BY TREATY: 1920





Revision by force of the post-War treaties began at once. The first years after the 1919-20 Peace saw nearly every army in eastern Europe in the field. Poles and Czechs fought over Teschen. Italy grabbed the Dodecanese Islands from Greece. Poland grabbed Vilna from Lithuania and a chunk of Soviet Russia. The Rumanians grabbed Bessarabia. The Soviets grabbed the remnants of the Ukrainian People's Republic. The Turks, under Mustapha Kemal, trounced the Greeks, burned Smyrna, threw the Allies clean out of Turkey proper.



Germany lay quiet and impotent for 16 years after Versailles and Europe had shaken down into the boundaries shown on this map. The Rhineland was demilitarized. Three years after the Nazis took over Germany, Adolf Hitler took the first essential step toward making Germany great again. In March 1936, he marched the German Army into the forbidden Rhineland. His army chiefs had told him that, if France also marched, Germany was through. But France did not march. In 1935, the Saar had voted to join Germany.

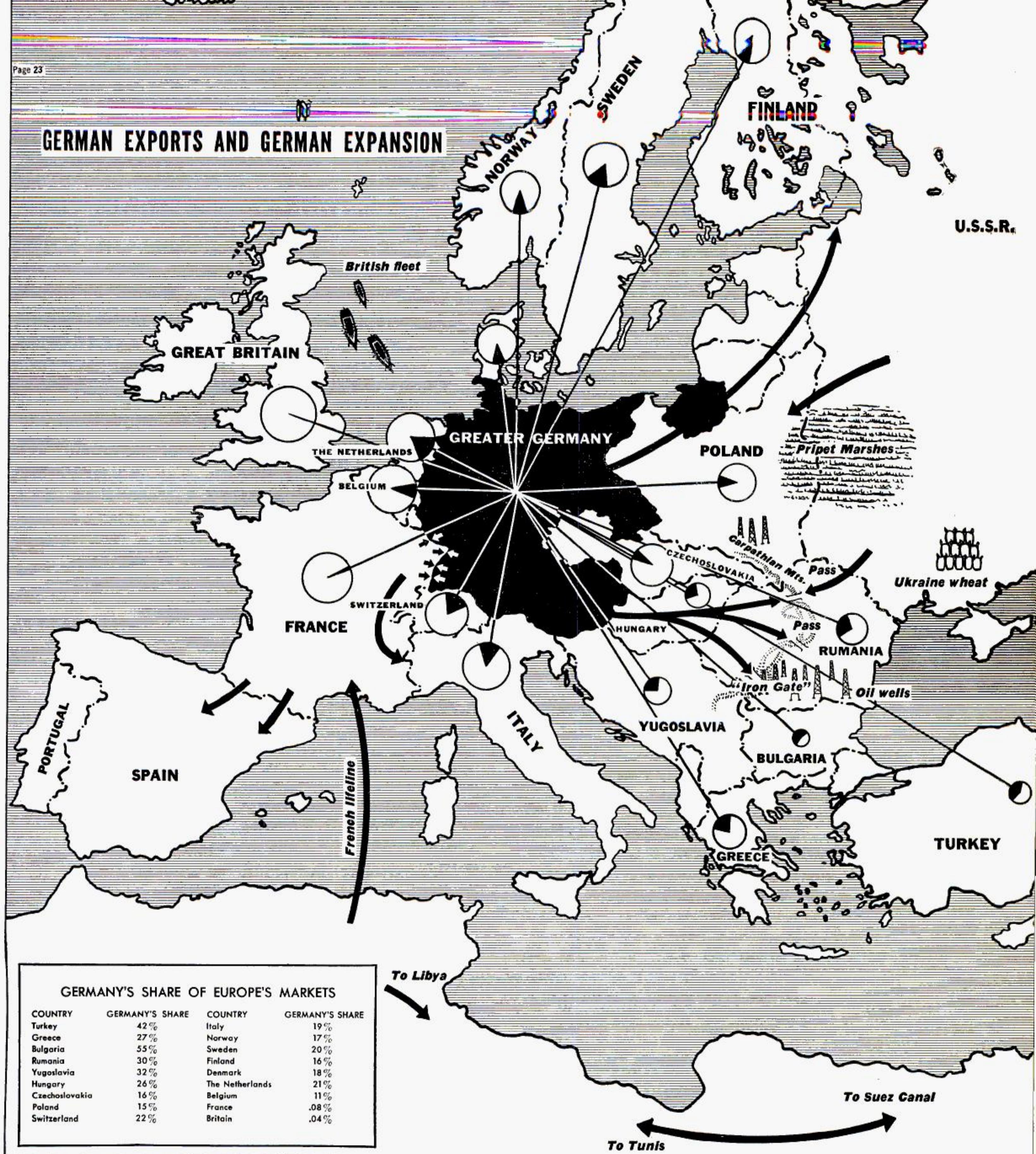


Nazi Germany's expansion really got under way only seven months ago when the Third Reich gobbled little Austria, on March 13, 1938. The last free Austrian chancellor, Kurt Schuschnigg, had called a plebiscite to vote on whether Austria would remain free, after Hitler summoned him to Berchtesgaden. The threat of shedding German blood forced Schuschnigg to resign in favor of a Nazi, Seyss-Inquart. Seyss-Inquart called in the German Army, on its toes at the border. Technically, this was just *Anschluss*, not invasion.



Self-determination of minorities outside the present borders of the Reich has now become the great crusade of Chancellor Adolf Hitler who permits not a peep of protest from the minorities inside Germany. This map illustrates the chaos of "minorities" throughout Europe. Last week Poland and Hungary enthusiastically joined the Hitler crusade to absorb their minorities inside Czechoslovakia. If this idea persists and spreads, no national boundary is safe and the map of Europe would break up into a crazy patchwork.

GERMAN EXPORTS AND GERMAN EXPANSION



A gigantic and little-known fact behind the present struggle is that Germany, by 1937, already had the lion's share of the markets of Central and South-eastern Europe. The table above and the circles on the map show the proportion of each country's imports to what it buys from Germany. Notice that Germany has 55% of Bulgaria's business, 42% of Turkey's, 30% of Rumania's, 26% of Hungary's.

All this year Britain and France have been fighting with a good deal of success to reduce these figures. The way Germany now works is to buy goods from a given country, then refuse to pay except in goods. This forces the country to buy from Germany to move its credit in blocked marks. The

genius behind this system is Germany's Reichsbank President Dr. Hjalmar Horace Greeley Schacht, whose father was once a U. S. citizen. Dr. Schacht has also been quick to subsidize bankrupt industries Germany needs in these countries (e.g. soybeans and tobacco in Bulgaria and Greece). Today German freight pours down the Danube to all the Balkans.

But back home in Germany the huge outlay on armaments has brought Germany to the verge of what would be collapse in any straight capitalistic system. Most experts have predicted the collapse in October and this is supposed to have influenced the British to back down to Hitler. But the catch in this is that the totalitarian state may actually be

able to control its finances so as to avoid bankruptcy indefinitely. Nobody knows the answer to this one.

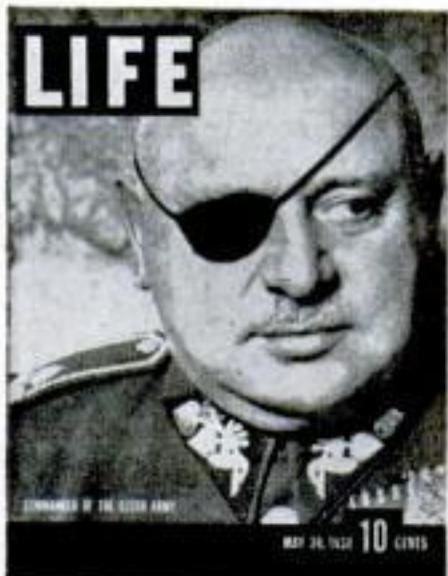
Heavy black arrows on the map indicate the probable direction of major troop movements in case of a world war. Germany would streak through Hungary in a race to beat Soviet Russia to the Carpathian mountain passes in oil-rich Rumania. To attack Poland, the Russians must go around the Pripet Marshes near the border. A favorite Nazi dream is the drive north to Leningrad. Holding Germany off on the Maginot Line, France might sweep East through the Alps and, like Napoleon, invest Italy. Italians in North Africa would strike toward the Suez Canal and the French granaries in Tunis and Algeria.

LIFE ON THE NEWSFRONTS OF THE WORLD

Europe teeters on the brink; Hurricane hits New England; Purge hits O'Connor

If the history of Europe for the past six months could be summed up in one picture, it would be of Adolf Hitler with his mouth open wide and squalling for "Justice." But as fast as he got "Justice," he squalled for more "Justice." Because Adolf Hitler speaks for Greater Germany and for an army of 1,500,000 men, Neville Chamberlain, the sane old Prime Minister of Great Britain, heeded his latest squall last fortnight and agreed to try to get Sudetenland away from Czechoslovakia for him and thus keep the peace of Europe.

Last week the French Popular Front Cabinet's Premier Daladier and Foreign Minister Bonnet flew to London to hear the news from Chamberlain. Chamberlain read the Frenchmen the report his referee in Czechoslovakia, Viscount Runciman, had handed in. Runciman blamed Czechoslovakia's troubles on hard-headed President Eduard Beneš, who had been too smart for his country's good. At midnight the Frenchmen



SYROVY

agreed to give Sudetenland to Hitler in exchange for a British-German guarantee of Czechoslovakia's new borders. This word was passed to the Czechs.

A passion of rage swept the Czechs. Their middle-of-the-road Cabinet wrestled with its soul while the world waited. The Czechs asked France and Russia for immediate military support in case of a German attack, got a flat No from France, a hedged No from Russia. The English told the Czechs that a war would destroy Czechoslovakia, win or lose, hinted broadly that Germany is about to collapse economically anyway. At last on Sept. 21 the Czechs capitulated.

The danger of war, instead of diminishing, straightway heightened. Hitler, sure he was on the right track, began having his famous hunches thick and fast. The Czechs expected the march-in any day. Semi-mobilizations were begun by France, Britain, Czechoslovakia, Poland, Hungary, Rumania, Soviet Russia and Belgium. Poles and Hungarians rushed to Berchtesgaden to ask for pieces of the Czechoslovak pie. Moscow warned Poland against any rough stuff with Czechoslovakia. Czechs manned all their borders except the little strip of Rumania by which they expected the Russians.

Climax of Czechoslovakia's anguish was the resignation of Premier Hodža, a Slovak, to be replaced by Army Inspector General Jan Syrovy, shown on LIFE's May 30 cover. Germany and Italy promptly accused him of being Moscow's stooge, a flagrant lie. When Chamberlain met Hitler a second time, at Godesberg, he found the German, as usual, had new demands. Europe teetered on the brink of war once more during the 24 hours the Godesberg conversations were in deadlock. Finally Chamberlain promised to pass on to Czechoslovakia Hitler's demand to occupy strongly German parts of Sudetenland by Oct. 1. Then Chamberlain flew home again. Evidently Hitler hoped he could destroy Czechoslovakia completely. Would England and France care? Their answer seemed to be that they certainly would.

Picture-News Centers of the U. S. were the Northeast and Southwest corners. In the hurricane belt of the Northeast, photographers worked day and night, wading rivers and scrambling over wreckage to record the greatest natural disaster that region ever experienced (*see pp. 28-31*). . . . In California, the photographer's life, like the Legionnaire's, was one pretty girl after another (*see p. 26*).

A few photographers saved a plate for the Legion's new National Commander, Stephen F. Chadwick of Seattle. A prominent lawyer, Chadwick is regarded as the ablest National Commander.



CHADWICK

O'Connor Purged. The President's Party Purge, which failed against nine Democratic Senators (LIFE, Sept. 26), worked at last on a Representative, John J. O'Connor of New York. O'Connor was narrowly beaten by one-legged War Veteran James H. Fay, the New Deal's choice. But Mr. O'Connor was not

to be put out of politics. Fearing defeat as a Democrat, he had also entered the Republican primary and in this, surprisingly enough, he won, defeating the regular Republican candidate.

The New Deal got what it wanted because even if Mr. O'Connor is returned to Congress he will now lose his seniority rights as a Democrat, in-

cluding the chairmanship of the House Rules Committee, a strategic position which, New Dealers charge, enabled him to hold up Administration bills. Whether the Republicans got what they wanted was doubtful. On the sober morning after, many who had voted for O'Connor to spite Roosevelt realized that their chosen candidate was a Tammany wheelhorse who fought the President on the Reorganization Bill but quietly voted his way on dozens of others.

Budge and Marble. At Forest Hills, L. I., when the



MARBLE

hurricane was over and tarpaulins had been removed from the courts, the U. S. National Singles Tennis champions turned out to be Alice Marble and Donald Budge. Leggy Miss Marble speedily disposed of Australia's Nancye Wynne, 6-0, 6-3, while Budge beat Gene Mako, 6-3, 6-8, 6-2, 6-1.



THE TURNESAS

Youngest Turnesa. Sport surprise of the week was furnished by 23-year-old Willie Turnesa, youngest of the seven golfing Turnesa brothers. Just graduated in June from Holy Cross, Willie beat Pat Abbott, Hollywood movie extra, 8 and 7, over the tough Oakmont (Pa.) Country Club course in the finals of the U. S. Amateur Tournament.

The Turnesas of Briarcliff, N. Y., are America's foremost golf family. Patriarch of the troupe is old Mike Turnesa who, 40 years ago, as a wandering Italian immigrant, became a greenskeeper because he loved smooth, green grass. When his boys were born they lived on the edge of the golf course, learned the game and, one by one, rose to be champions. Today all of Willie's six older brothers are golf professionals. Last week they lined up to watch proud Father Mike Turnesa pose with his youngest.



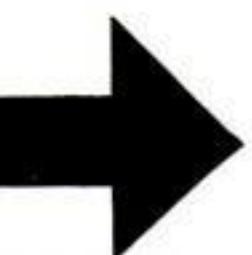
SALTONSTALL

Curley and Blueblood. Massachusetts, not satisfied with a hurricane, invited further misfortune by nominating James Michael Curley for Governor in the Democratic primary. Jim Curley has been in politics almost as long as the Irish have been in Boston and, though often down, he is never out. Perennial

charges of corruption roll off his back like water. His broad grin, golden tongue and smooth machine are irresistible. . . . The stage was set for a dramatic campaign, for Curley's Republican opponent will be the Hon. Leverett Saltonstall, former Speaker of the Massachusetts House, possessor of some of the bluest blood in the State. The hero of South Boston was beaten for Senator in 1936 by another Back Bay blueblood, Henry Cabot Lodge Jr., and he may be beaten again.

PICTURE OF THE WEEK

Britain's Prime Minister Chamberlain in the shadow of a Lockheed plane at Heston Aerodrome, Sept. 15, said goodby to his Foreign Secretary, Lord Halifax, before flying to see Hitler (*see opposite page*). The silk hat behind the rudder is the German Chargé d'Affaires at London, Kordt, saying goodby to Chamberlain's "brain," little Sir Horace Wilson. In the rear is Chamberlain's Foreign Office expert on Central Europe, William Strang. Wilson and Strang were Chamberlain's only assistants at Berchtesgaden.





War or Peace: Chamberlain flies to Hitler

LOS ANGELES GIRLS MAKE AMERICAN LEGION'S 20TH CONVENTION A PRETTY AFFAIR

For 35,000,000 veterans of the World War in Europe the week of Sept. 18-25 was one of cold apprehension as Hitler and the democracies played a huge game of strip poker with Czechoslovakia and Peace in the pot (see pp. 13-23). For 125,000 American veterans of the World War in Los Angeles the week offered sunshine, music, alcohol and pretty girls.

Convening with their wives, children, drum corps and camp followers from all parts of two hemispheres, blue-capped delegates to the American Legion's 20th Convention brought to California the same earthy vivacity that startled New York a year ago (LIFE, Oct. 4, 1937). Unattached stags found an abundance of feminine company, hospitable, attractive to the eye

and anxious to please. Some Legionnaires goggled at the profusion and suggested that California must have called up all female classes between 17 and 27. Angelenos, justly proud, retorted that there had been no need for a State-wide draft, that municipal volunteers were ample to meet the demands of any convention. A few are shown herewith.

In a frieze across the bottom of this spread you see the faces of eight Legionnaires who were selected at random from the thousands in attendance. Each was asked what his course would be if this country again became involved in war, what he would want his son to do, what he thought of the present European crisis. For their answers see the captions below.



A welcoming committee favorably impresses New Jersey Legionnaire George Welch with the merits of Los Angeles as a convention center. Not all the delegates were so well received.

Would They Go to War Again?

Robert H. Dredger of New York would fight again "to uphold Americanism." If war grips Europe his advice to U. S. will be: "Uncle Sam, keep your nose clean." His present sympathies are with Czechs.



N. M. Harper of Tennessee who fought in two Wars, won six citations, doesn't think the U. S. could stay out of a new war. He would advise his son to enlist. Says he: "I don't like Hitler's tactics."



F. A. Buedefeldt of Illinois would fight again, would advise his son to enlist only if fight touched U. S. soil. He would abjure foreign service. If Europe starts war the U. S., says he, should "stay at home."



Harry Schultz of Ohio hates the Army, doesn't like to kill people, emphatically thinks the U. S. should stay out of a new European war. At the present time, says he, "the Czechs are sitting on a hotbox."





Mademoiselle from Armentières is recreated by actors for Legion delegates sight-seeing in a Warner Brothers studio.



A Hula Hula Girl rustles her grass skirt in a Hollywood studio driveway, flashes a smile at passing Legionnaires.



A Muscovite maid poses for leg art. The bicycle is one used by Hollywood employees for negotiating vast studio areas.



Milwaukee Legionnaires, arriving in Los Angeles, are swept off their feet by Montana flower girls. Flower girls are then swept off their feet and carried away by Legionnaires.



A Tahitian backdrop furnishes a subtropical atmosphere for Legion delegates, visiting the Warner Brothers studio, who wanted photographs of themselves with Polynesian consorts.

C. E. Youmans of Indiana thinks the U.S. should stay out of war "if possible." But he would fight again if this country were attacked, would advise his son to enlist. Hitler, he fears, "wants too much power."



B. M. Cameron of Houston, Tex., would fight again "if they need me," hopes we can stay out of a new war but thinks the U.S. erred in not entering the League. He is for the Czechs — "decidedly."



O. H. Reichert of Ohio urges that in a new European war we "give them all our ammunition and let them kill each other—same as in gangland." He would fight again "for any legitimate reason."



Wales Thomas of Georgia would "follow my flag anytime my country called." He is against Germany, Japan, Italy "because they are dictatorships and I like democracy." But he is for U.S. isolation.



HADLYME, CONN.

Page 28

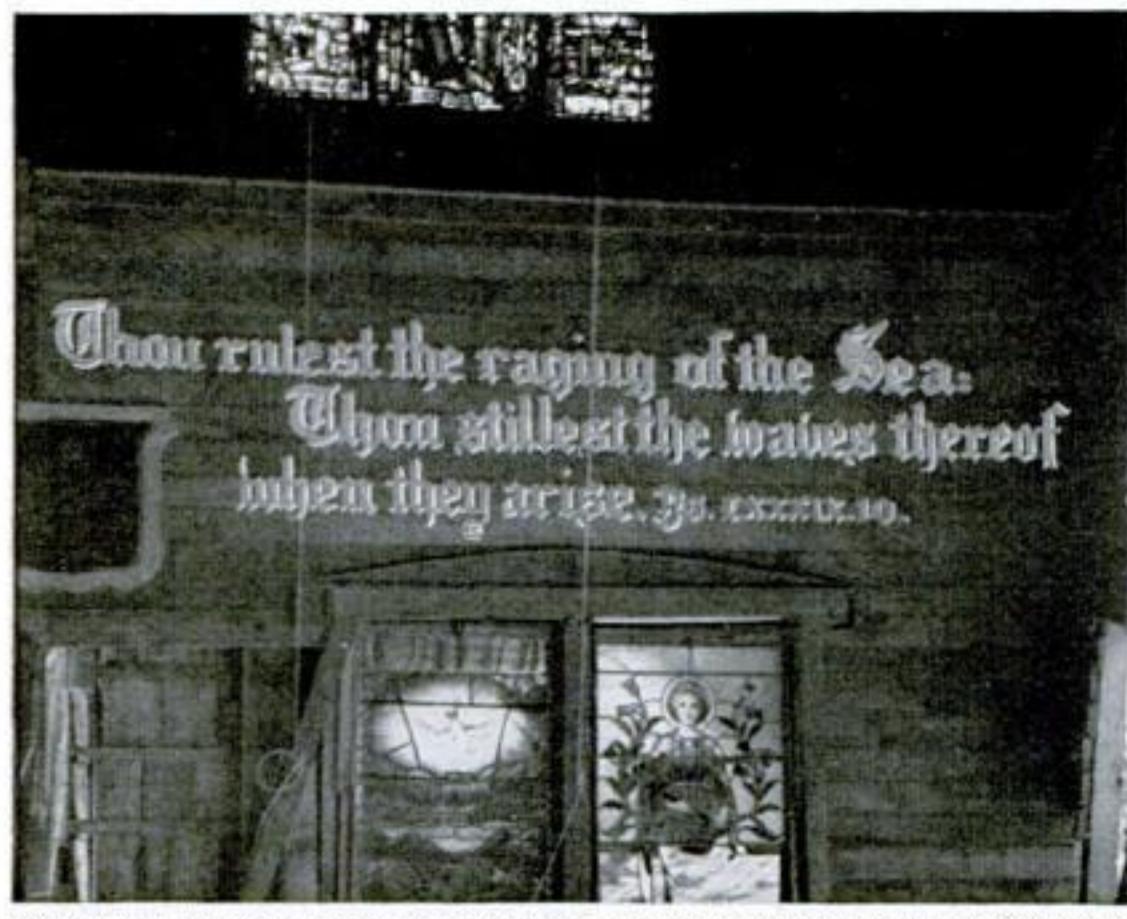


The force of the storm is shown in this water-soaked, wind-swept picture. House at left was tossed back from the roadway. After the hurricane passed, this town and others were menaced by a Connecticut River flood. Uprooted trees and washed-out roads isolated New England communities for three days.

Channels across the dunes were cut by the hurricane's passage over Fire Island, a low-lying ribbon of sand off the south shore of Long Island. Here the ocean, lifted by the wind, chewed its way through the island into Great South Bay. Two hundred summer homes on Fire Island were pounded to jetsam.

FIRE ISLAND, L.I.





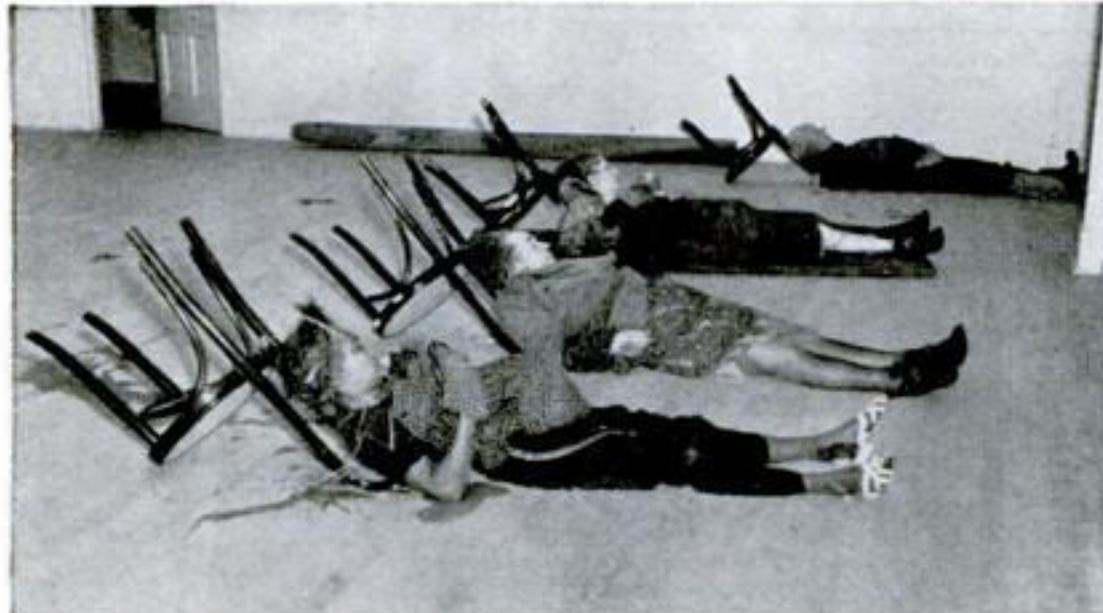
UNTOUCHED WERE THESE VERSES IN THE DUNE CHURCH (RIGHT)

HURRICANE SWEEPS ACROSS NORTHEAST, KILLS HUNDREDS

Somewhere in the Atlantic doldrums near the equator sun-heated air began spiraling up into the cool sub-stratosphere a little less than a fortnight ago. Mysteriously, for no reason science has ever explained, the currents began whirling faster and faster until winds reached a hurricane velocity of 75-120 m.p.h. Then the whole spinning cyclonic mass, covering hundreds of square miles, began to zigzag slowly northwest at a rate of 12-20 m.p.h. heading for Florida and the Keys.

On Sept. 18, ships in the South Atlantic sent out hurricane warnings. Floridians, disciplined by sad experience, began boarding up windows, buying candles. Then unpredictably the "eye" of the storm veered to the north, slid into a trough between two high-pressure areas and roared up the Atlantic coast. On Sept. 20, it passed Cape Hatteras, gathering speed every hour. Next day New York and New England, tempered by nothing more violent than winter gales and autumn northeasters, felt for the first time the tropical hurricane's brute force.

Over Manhattan's steel and stone the skirts of the storm swept noisily but ineffectually. Nearer the center lay the sandy suburbs of Long Island. Great waves swept whole colonies into the sea. Further up the coast destruction visited Newport and its famed Bailey's Beach. Parts of Cape Cod were desolated and people were drowned by a tidal wave in the heart of Providence, R. I. By midnight when the winds had passed and the clouds dissolved, 500 corpses lay beneath the emerging stars, 60,000 families were homeless, and half a billion dollars worth of wreckage littered the bleak north Atlantic shore.



Awaiting identification, these nameless victims of the storm lie in an improvised morgue at the West Hampton Beach Club. Here frantic men and women sought relatives among long lists of dead and missing.

SOUTHAMPTON, L.I.



The Dune Church scene of many a swank summer wedding of socialites, was battered to ruins by waves which washed away the protecting sand dunes and poured down

the central nave from front to altar. Below: one of Southampton's elaborate beach homes, now gaping emptily at an encroaching sea where acres of wide dunes had lain.



Squarely in the storm center was West Hampton, one of whose estates is shown below after the hurricane. Only the swimming pool remains intact. A tidal wave 30 ft.

high rolled in at the height of the storm, washed scores of homes into Great South Bay, reshaped the shoreline, drove a new estuary a mile into West Hampton Beach.



NEW LONDON, CONN.

Page 30



A harbor of horrors lay at the mouth of the swollen Thames River the morning after the hurricane. Worst hit of Connecticut's coastwise towns, New London saw its ships piled up in drunken ranks, its piers torn asunder. A series of waterfront fires added to the terror. Above: the New Haven railroad station.

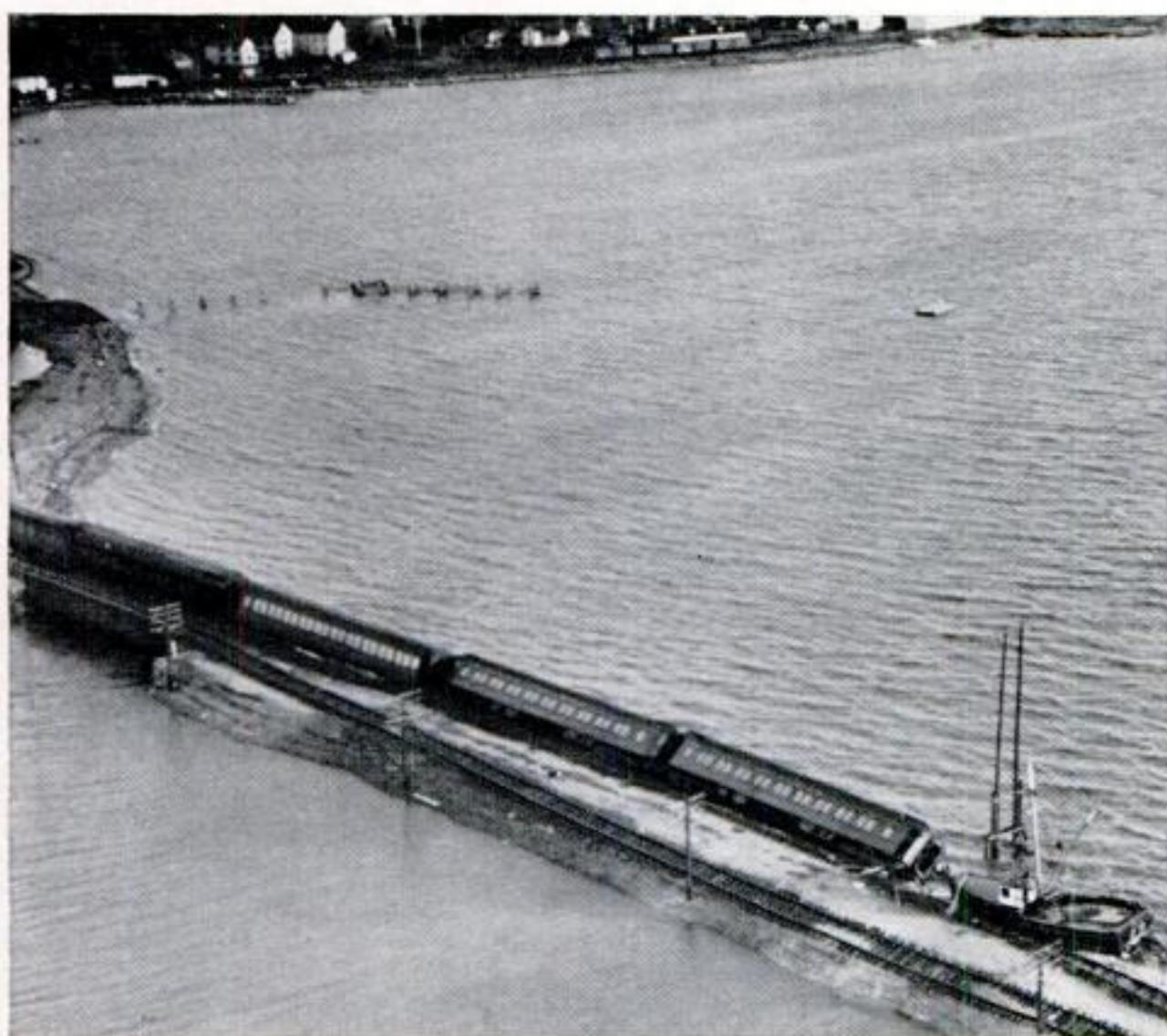
Sidetracked on the New York, New Haven and Hartford R. R. this lighthouse tender looms among the desolation of the famed old whaling port of New London. Local historians agreed the hurricane was New London's worst disaster since the city was razed by the troops of Benedict Arnold during the Revolutionary War.

NEW LONDON, CONN.





In Poughkeepsie, N. Y., 18-year-old Stephen Persely sat for two hours, bleeding from head wounds, while rescue workers fought to free him from the wreckage of his car, in which he was pinned by a tree uprooted by the hurricane.



Near Stonington, Conn., this crack New York-Boston express was derailed with 275 passengers aboard. All train and auto communication with upper New England was halted for 24 hours. Airlines pooled their resources in the emergency.



At Bailey's Beach, Newport, R. I., the famed private pavilion of eastern aristocracy was demolished. It is shown here at the peak of the storm. Already its two huge wings have been washed away, leaving only the central dome.

PROVIDENCE, R. I.



In the heart of the city, people were drowned in their cars when a 10-ft. tidal wave rolled in from the angry bay on the breast of the hurricane. This picture shows the Hotel Biltmore with a salt sea licking up its second-floor windows.



AS THE GIRL FRIEND OF JUNIOR SCOUTMASTER JACKIE COOPER, DEANNA DURBIN SINGS AT A BIG SCOUT REVIEW, PLANS AN AMATEUR SHOW FOR BOY SCOUT CAMPS



"Look at this dress!" says Deanna, anxious to be grown-up, to Irene Rich. "I look like a bottle of milk in it."



Deanna's first crush is Melvyn Douglas, whom she tricks into remaining at her father's house when he wants to escape.

MOVIE OF THE WEEK:

That Certain Age

Deanna has her first romance

The bright little girl with the crystal voice who, at her first appearance in 1936 became a top-notch star, is now 15. With an eye to the future, Universal Pictures has given her her first romance. Here is Deanna, more radiant and girlish than ever, arrived at "that certain age" where a child begins blossoming into a woman. The event, in Deanna's fourth picture, is dramatized by a headlong crush on an older man. Inevitably she demands grown-up clothes and grown-up foods, goes in for high heels and a heavily underlined diary.

For a time, Deanna's family, as well as her mature Prince Charming, have a difficult time of it. Peace comes when a sham wife is produced. Heartbroken for five minutes of her young life, Deanna burns her diary before returning to playmates of her own age and the Boy Scout show she abandoned for love.



AFTER A FAKE RUNAWAY, A FAKE FAINT AND A REAL SPILL, LOVE-STRUCK DEANNA FINDS HERSELF CLOSE TO THE WAR-WEARY CORRESPONDENT WHO IS HER HERO



A DEANNA DURBIN DEVOTEE ADMires PHOTOS OF HIS IDOL

DEANNA FANS HAVE A "DEVOTEE" CLUB

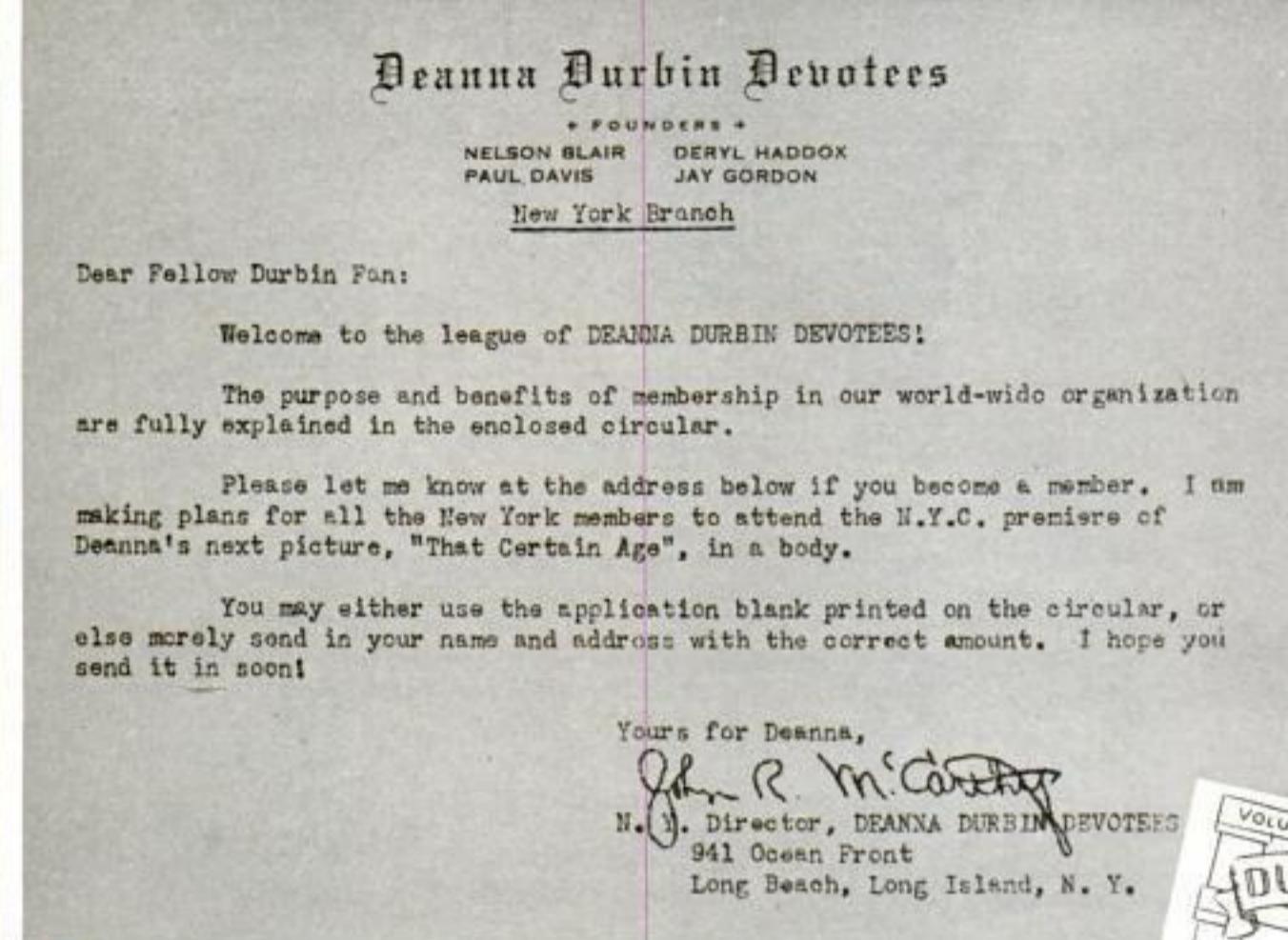
A 23-year-old finger-print expert in the U. S. Department of Justice was reading the March 14 issue of LIFE when he stopped at a full-page portrait of Deanna Durbin. So impressed was he that he formed a club which, by letter in LIFE, was soon sufficiently organized to call for more "Deanna Durbin Devotees." Some 300 in the U. S., Canada, Hawaii, the Philippines, Puerto Rico, England, Africa, Australia and Syria joined.

The Devotees now profess to be, if not the largest, surely the most devoted of fan clubs. They vie with one another collecting pictures of their idol and seeing her movies. Champion collector is Loraine McGrath of Lynbrook, L. I., whose scrapbooks contain 1,500 Durbin poses. Champion seer is A. T. Held of Columbus, Ohio, who saw *Mad About Music* 144 times. Ambition of all Devotees is to have Deanna "constitutionally" declared Queen of the United States.

On the following page LIFE takes you to a Devotee night at the home of New York Director John Robert McCarthy (*left*). Here 30 high-school youngsters meet irregularly, compare Deanna scrapbooks, sing Deanna songs, listen to Deanna letters, write letters and poems to her. Sample poem:

*I'd like to be just for a little while,
The dimple playing in her wond'rous smile . . .*

CONTINUED ON NEXT PAGE



Rallying call for new Devotees is this card, announcing members will see *That Certain Age* in a body. After joining they get *Journal* (right).



A Devotee drawing of their heroine is held up for applause at the Riverside Drive meeting of the New York chapter. Director John McCarthy stands right of picture.



Champion collector of Durbiniana is Loraine McGrath, who has four scrapbooks with clippings and 1,500 pictures. Devotees correspond with their heroine and each other through the quarterly *Journal* (extreme right), mimeographed in Washington.



Thumbs down is the vote of many New York Durbin Devotees on a merger with Canada's Durbinites. The Canadians claim a closer affinity because Deanna was born in Winnipeg. Sole requisites for all Devotees are 50¢ yearly dues, love for Deanna.



Winner of contest to determine which Devotee most resembles Deanna is won hands up by Betty Howell (center). Aim of New York Chapter is to buy each member a jacket with Deanna insignia. A Deanna college-club movement is also proposed.

OCTOBER, 1938

LISTEN



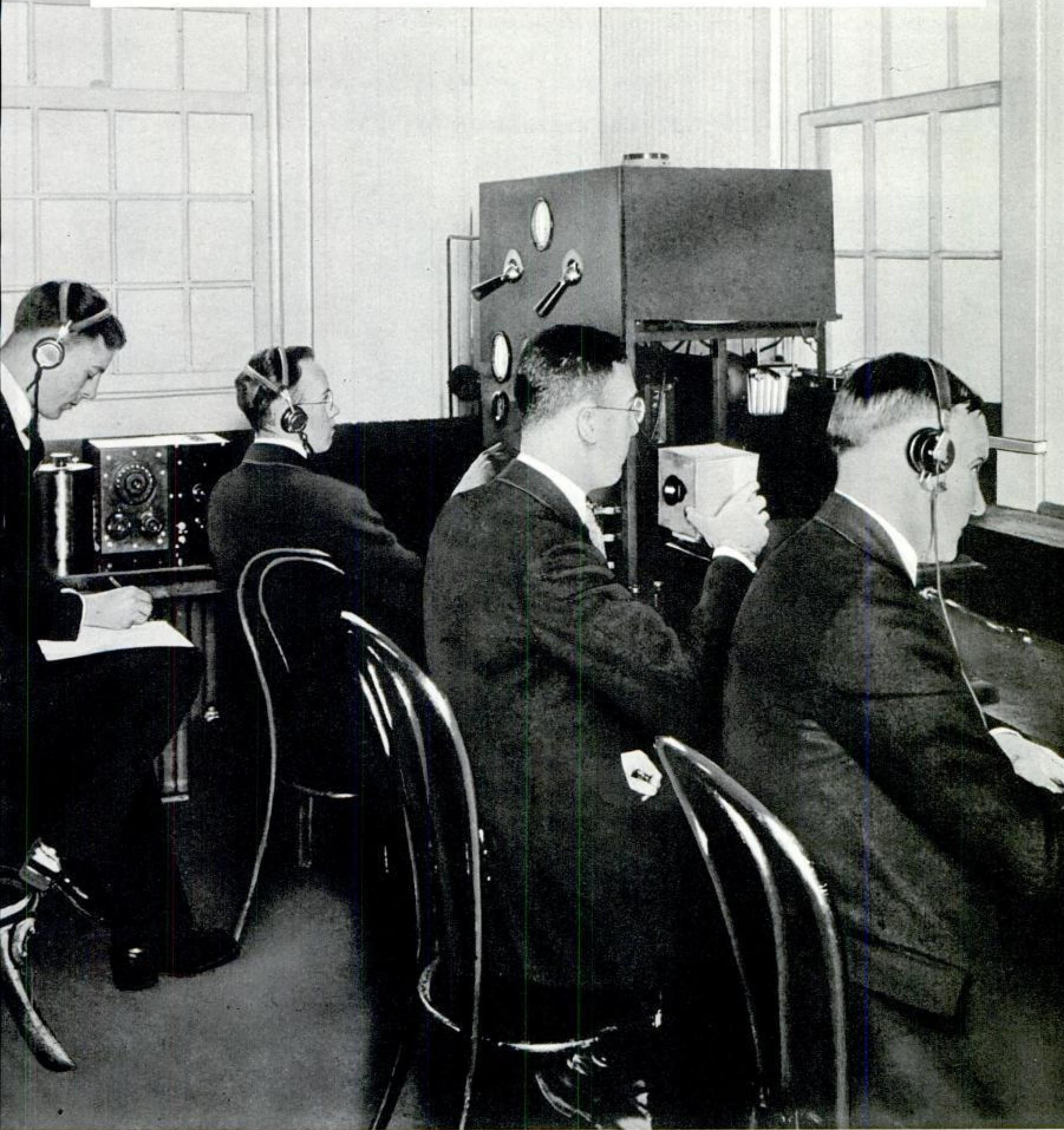
A 5-Page Advertisement of the Radio Corporation of America

No. 15

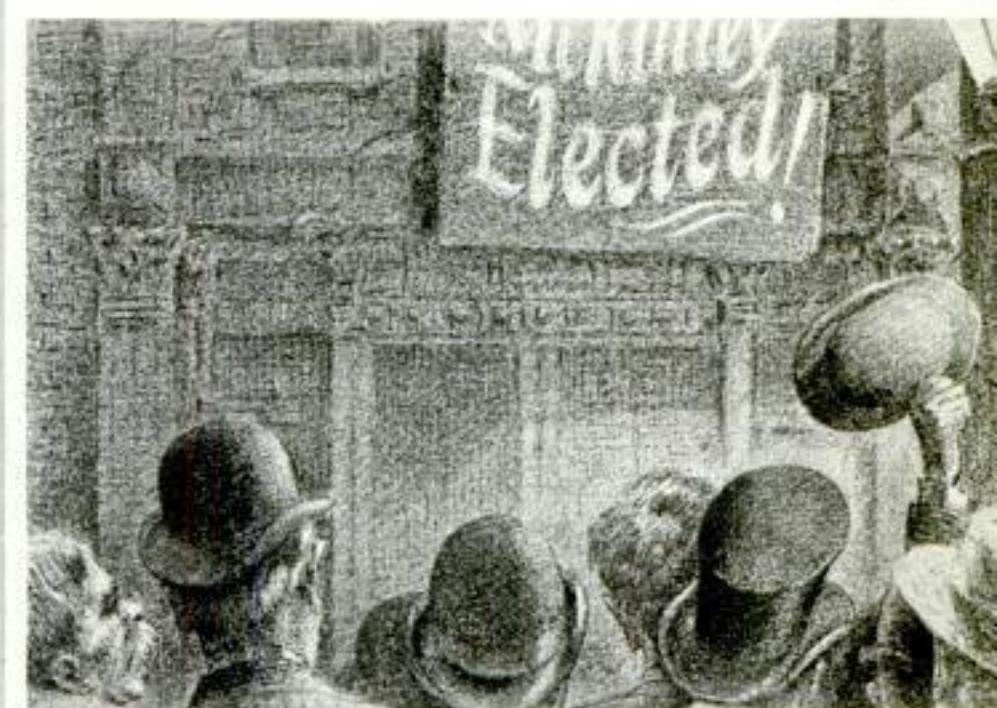
WORLD'S FIRST POLITICAL BROADCAST—NOV. 2, 1920

That broadcasting should have begun with a political event is particularly appropriate in view of the great role radio now plays in bringing political information to the public. Photo below shows scene during world's first pre-scheduled

radio broadcast, when Westinghouse station KDKA sent out the Harding Presidential vote. Second from right is announcer in front of microphone which resembles primitive telephone transmitter. KDKA is outstanding on NBC networks.



"**Furious speed**"—With secession and war threatening, Abraham Lincoln delivered his anxiously awaited inaugural address on March 4, 1861. San Franciscans were proud of the West's "furious speed" when copies of the speech reached them 7 days, 17 hours later. Telegraphed to St. Joseph, Missouri, it was carried from there to the Coast by riders of the famous Pony Express.



Poorly informed voters often determined election results in pre-radio days. Now radio constantly brings the complete arguments of both sides to attention of all voters in a manner which would permit serious consideration. Today NBC networks make every living-room a public forum, enable all voters to keep fully informed on all issues, whether national or local.

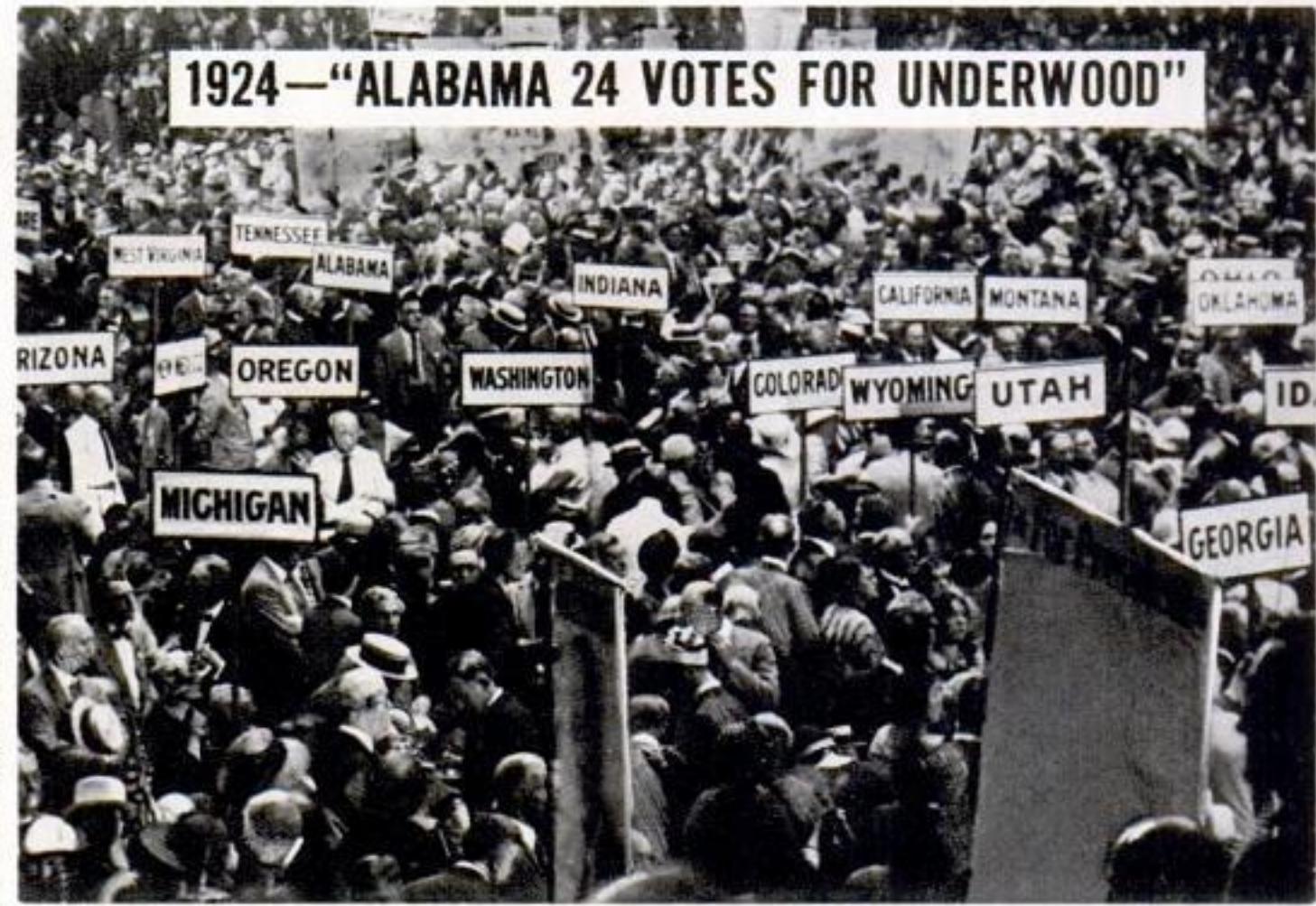


Juggler—Only a few years ago political, and all other broadcasts were heard over multiple dial instruments with headphones. To keep sets in tune, to listen and to tell the rest of the family the news called for the dexterity of a juggler. Yet even this earphone period marked a great stride forward in radio's important service of keeping the voters informed on all sides of public affairs.

RADIO'S SERVICE TO POLITICS



"How'ya gonna keep 'em down on the farm?" loomed as post-war problem with thousands of youths confused by military service. Warren G. Harding's answer was "Back to Normalcy." He swept into office, the last president to be elected without benefit of radio, but the first to speak over a radio network. His address on the World Court delivered at St. Louis, June 21, 1923, was heard over KSD and several other stations, including WEAF, now key station on NBC Red Network.



The deadlocked Democratic Convention of 1924 gave radio a great impetus—showed the public that a political convention is packed with interest. Although Mr. Coolidge and his rivals made some use of radio, there were during that summer only about 3 million homes equipped with sets. This new medium, therefore, was not of such service to the voters as it now is. Stimulated by the political campaign interest in radio swept the country, brought happiness to millions.

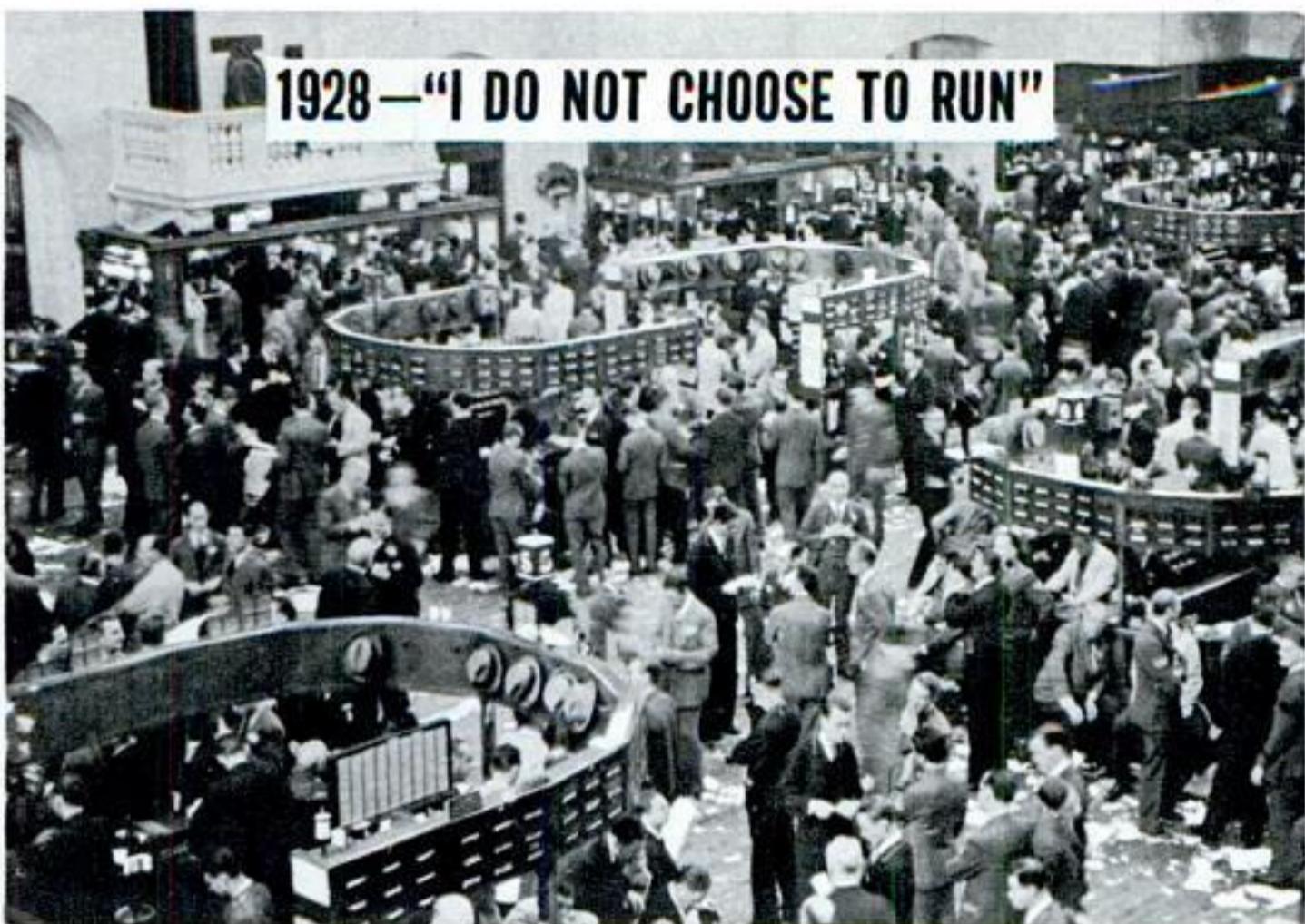
RADIO . . . FROM MIRACLE TO ROUTINE . . .



WHY YOU KNOW TWICE AS MUCH AS YOUR GRANDFATHER

Great issues of these days are threshed out in the open through the use of radio. No longer need voters act without the information that is essential to intelligent decisions. Figures prove NBC plays a big part in this new and better order. In 1937 there were on NBC networks 821 microphone appearances of political personalities. Typical of the issues recently debated over the air are the Supreme Court Bill, Neutrality Act and the Wages and Hours Bill.





1928—"I DO NOT CHOOSE TO RUN"



1936—"MY FRIENDS"

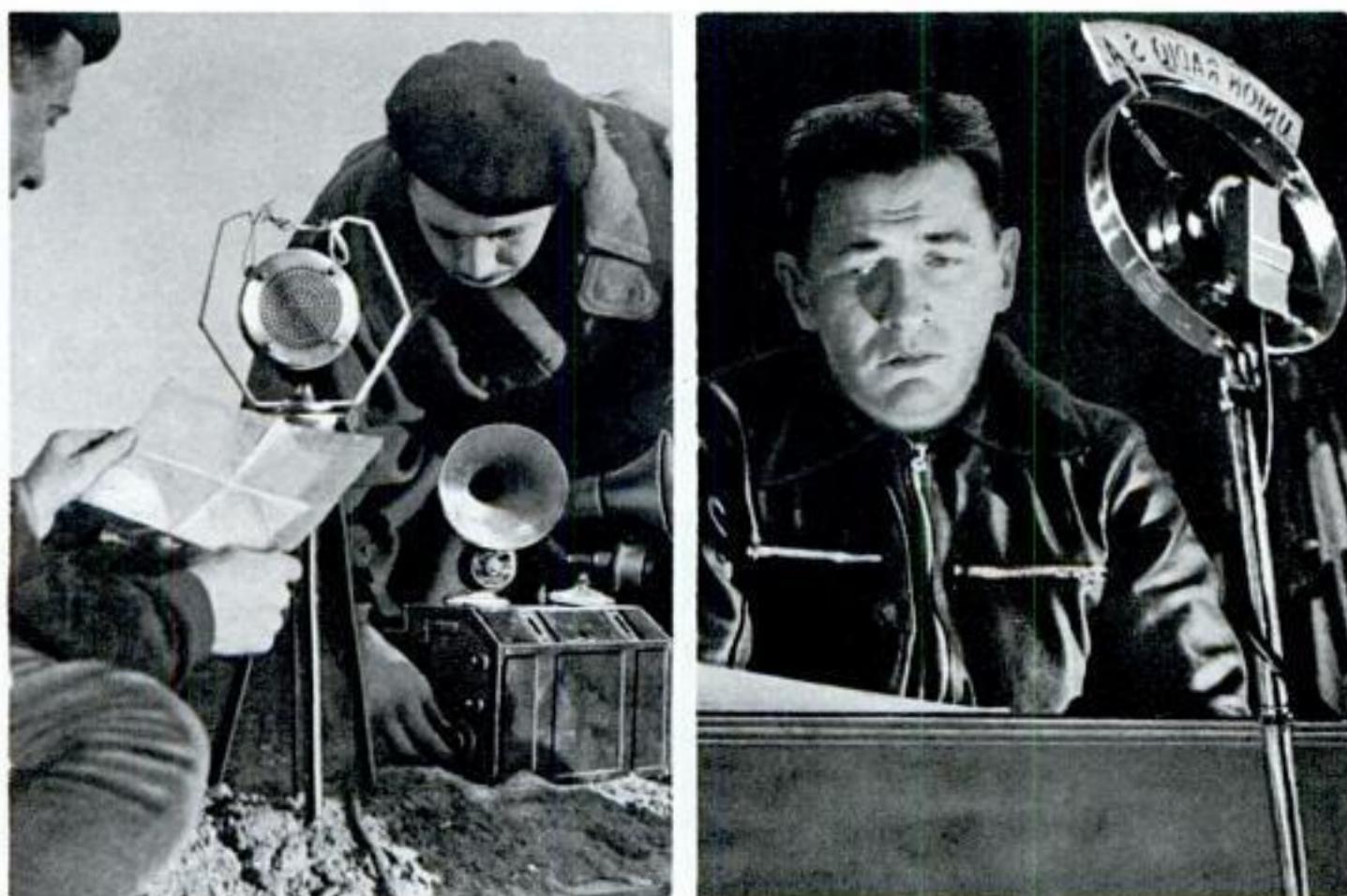
The Presidential campaign of 1928 was the first in which radio came into its own as a means of putting the issues before the public. Hotter even than political debate was the boiling Stock Market. But in spite of such distractions radio kept the voters better informed than ever before. Proof of the increased interest was seen in biggest popular vote ever cast in a Presidential campaign. Because of radio more than thirty million persons went to the polls better informed than in any previous election.

The election of 1936 saw radio advance to new importance. Network broadcasts were used, not only to present the issues, but also to inform the listeners of the way in which office holders were carrying out their tasks. "Radio personality" became a big factor. The quality of a speaker's voice, and his ability in using it, helped listening voters to form their opinions of speakers. Election day saw an all-time high in both total vote, and the percentage of eligible voters who exercised their rights.

WHILE FOUR PRESIDENTS HOLD OFFICE



RADIO IS USED THE WORLD OVER TO PRESENT IDEAS TO THE PEOPLES OF MANY NATIONS. THE AMERICAN SYSTEM OF FREE DISCUSSION, WITH NO CENSORSHIP OF IDEAS, PERMITS TRUE UNDERSTANDING OF ALL IMPORTANT ISSUES.



The American System of Radio keeps the public politically informed

A democracy's welfare depends largely on the extent to which its citizens are kept informed on national affairs. The American system of broadcasting and radio networks tolerates no one-sided presentation of political ideas. Public issues are thoroughly "aired" in a forum, which thanks to radio, is as large as the nation. Voters make up their minds on the basis of adequate information brought directly into their homes.

The greatest contribution of RCA to this public enlightenment is through NBC. But RCA serves in other ways. The facilities of RCA Communications constantly bring to the networks first hand accounts of foreign affairs. In many instances these have a direct relation to American issues. Almost universal access to radio programs is due to discoveries which have made radio sets so inexpensive that virtually every home can have one. These advances—largely made by RCA engineers—have been incorporated into RCA Victor radios. (See second following page.)

FOR YOUR HOME
NBC
Chimes!
THE BEST KNOWN
NOTES IN RADIO



These famous chimes, signal of the finest in radio entertainment, are now available for use in your own home. Call your family to dinner . . . signal your maid . . . with the three notes NBC uses to tell you the time on the air. The NBC Chimes will be mailed to you promptly on receipt of \$2.95. Address your remittance with name and address to NBC Chimes, Room 306, 30 Rockefeller Plaza, New York.



RADIO BRINGS OUT THE VOTES... BY BRINGING OUT THE FACTS

"Blind voting" gives way to intelligent choice as broadcasters present ALL the arguments of ALL the candidates to ALL the nation



In the Presidential election of 1908 only 17 persons in each hundred voted although about 60 in each hundred were eligible. In 1920, the first Presidential election after woman suffrage went into effect, new voters increased the proportion to 25 in each hundred of the population. Since then radio has enormously stimulated interest in public issues. In 1936, active voters jumped to 36 of each one hundred, equivalent to about 60 out of each hundred persons eligible to vote. The percentage of voters more than doubled while the population increased by less than one-half. Authorities agree that this gain was to a great degree due to the complete information which radio brings to the public.

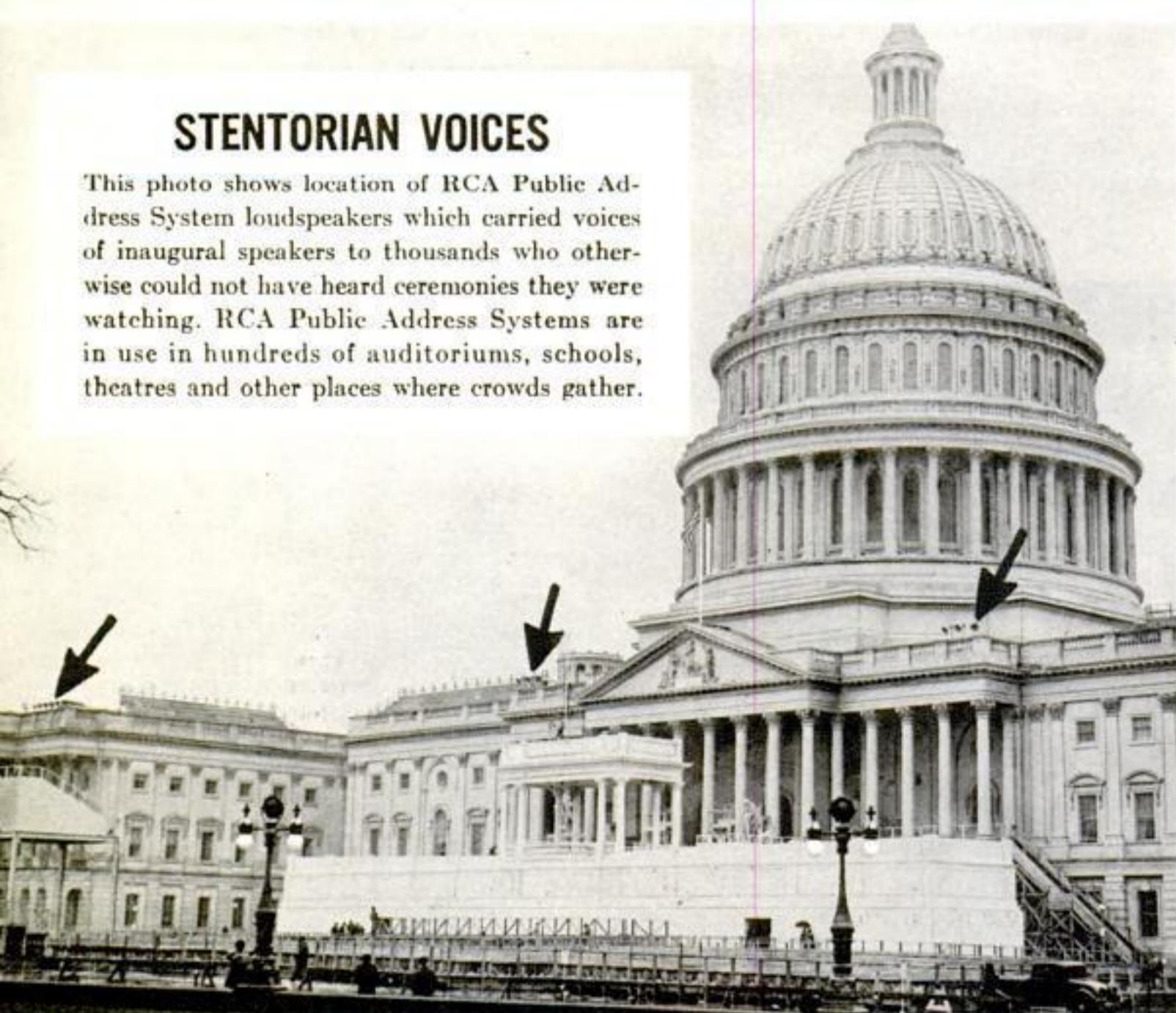
HOW RADIO HAS BOOSTED THE PRESIDENTIAL VOTE

1908—16.7% of the U. S. population voted.
1920—Women raised percentage to 25.
1936—35.5% of population voted.

Radios shown above—RCA Victor Electric Tuning Models 96K and HF6

STENTORIAN VOICES

This photo shows location of RCA Public Address System loudspeakers which carried voices of inaugural speakers to thousands who otherwise could not have heard ceremonies they were watching. RCA Public Address Systems are in use in hundreds of auditoriums, schools, theatres and other places where crowds gather.



WHY NEARLY EVERY AMERICAN HOME NOW HAS THE GREAT BENEFIT OF RADIO

As radio sets have become more valuable their prices have dropped steadily. The true value of a radio instrument depends on its capacity for recreating tone accurately, its ability to bring in the stations wanted, its ease of operation and its appearance. Measured by any or all of these standards, RCA engineers have made radio sets better each year—yet have found ways to make them available at constantly lower prices. A glance at the facing page will give you some idea of the enormous gains made by RCA Victor engineers in designing fine radio instruments at prices within the reach of all.



The set at left sold for \$350 about 15 years ago. Today superb RCA Victor Electric Tuning Radio HF6 (right above) sells for about \$200.



Above is an early table radio. It cost about \$65 but had no speaker. You had to listen through ear-phones. Today Model 96K (left above) RCA Victor six tube console with Electric Tuning costs about \$15 less than this old one tube set.

An Advertisement of



RADIO CORPORATION OF AMERICA

Radio City, New York

RCA Manufacturing Company, Inc.
National Broadcasting Co.

Radiomarine Corporation of America
RCA Communications, Inc.

RCA Institutes, Inc.

PUSH A BUTTON—
there's your station



Hear the voices of the nation's statesmen—listen to political debates as if they were going on in your own home, with this superb instrument, the RCA Victor Model 97KG. Note the smart lines of the new Console Grand cabinet. This model has Victrola Button, Magic Eye, RCA Victor Metal Tubes, and many other features.

\$85.00*

Use the Victrola Button!
Play Records Through
Your Radio



With this button conveniently located right on the front of your 1939 RCA Victor Radio, you can instantly switch on the Victrola Attachment and play records. This means that you can double your enjoyment of music—that you can hear the music you want when you want it—that the great artists of the world are at your command.

In order to make it easy for all music lovers to have this added pleasure your dealer will make you the following special offer . . .

Get \$25.95 Value, in Victor Records and RCA Victrola Attachment, for \$14.95



SAVE \$11.00! This special offer gives you \$14.95 (list price) RCA Victrola Attachment, \$9.00 in Victor Records, \$2.00 subscription to Victor Record Review, and membership in the Victor Record Society—all for \$14.95—a saving of \$11.00.

Get ringside seats for political battles with these new RCA Victor Radios that offer

ELECTRIC TUNING *for all*

5 GREAT EXTRA VALUES

1. You push a button—there's your station.
2. You hear with true RCA Victor tone.
3. You can choose a cabinet to suit your home.
4. You pay less, but get more for your money than ever before.
5. Victrola Button makes it easy to enjoy records as well as radio (see story at right above).

AFTER reading the preceding 4 pages, you will look for some new values from RCA Victor. You will find them.

First of all you can choose any model you please among 32 and get RCA Victor Electric Tuning. Yes—push a button, there's your station is a feature of them all.

Next, each of these radios offers you the true Victor tone produced by forty years experience in music.

New cabinet styling, including the Console Grand and the Continental table models, makes it easy to

select an RCA Victor Radio that will fit into any room in your home.

And here's more good news. With all the additional features, the prices run lower than last year. You can actually get an RCA Victor Electric Tuning Radio for about \$20, and there are many others at prices not much higher.

A feature that you will find on almost every one of these new radios is the Victrola Button. For more details about this fascinating new feature see the story above.

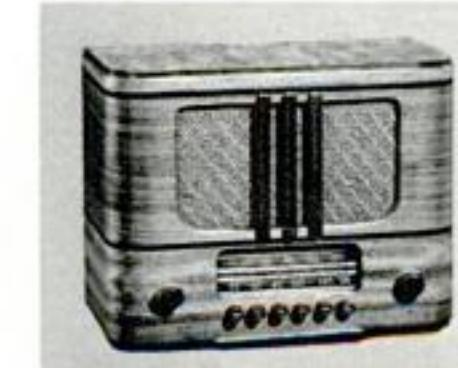
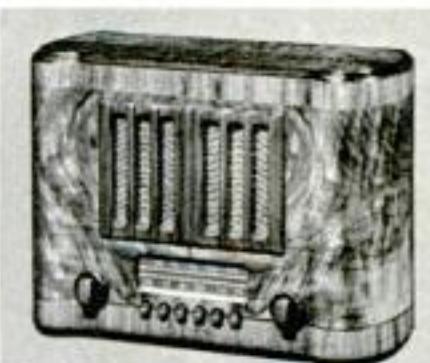
Be sure to look at the new RCA Victor Radios at your dealer's. You will see how much you gain from the experience of the only company that does everything in radio. You will find that generous trade-in allowances and terms mean that you can enjoy the satisfaction of radio as only the owner of an RCA Victor can have it.

You can buy RCA Victor Radios on C. I. T. easy payment plan. Any radio instrument is better with an RCA Victor Master Antenna.

*All prices f. o. b. Camden, New Jersey, subject to change without notice.

RCA presents "Magic Key" Sundays, 2 to 3 P.M., E.S.T., on NBC Blue Network

From this beautiful 6-tube Electric Tuning Table Model, styled in glowing hand-rubbed walnut, in the ultra-modern Continental manner, you'll hear reception of surprisingly rich quality. Ask for it by number... **\$3495***
RCA Victor Model 96T1.



You'll be delighted with the exceptional beauty of tone offered by this smart, low priced Electric Tuning Table Model... 95T5. Five tubes, attractive Continental Style Cabinet, and **\$2495*** many advanced features... only

Only RCA Victor offers
RCA Victor Metal Tubes



Final touch in producing a radio with complete harmony—RCA Victor Metal Tubes. Made for RCA Victor Radios. They also improve the performance of any make of radio.

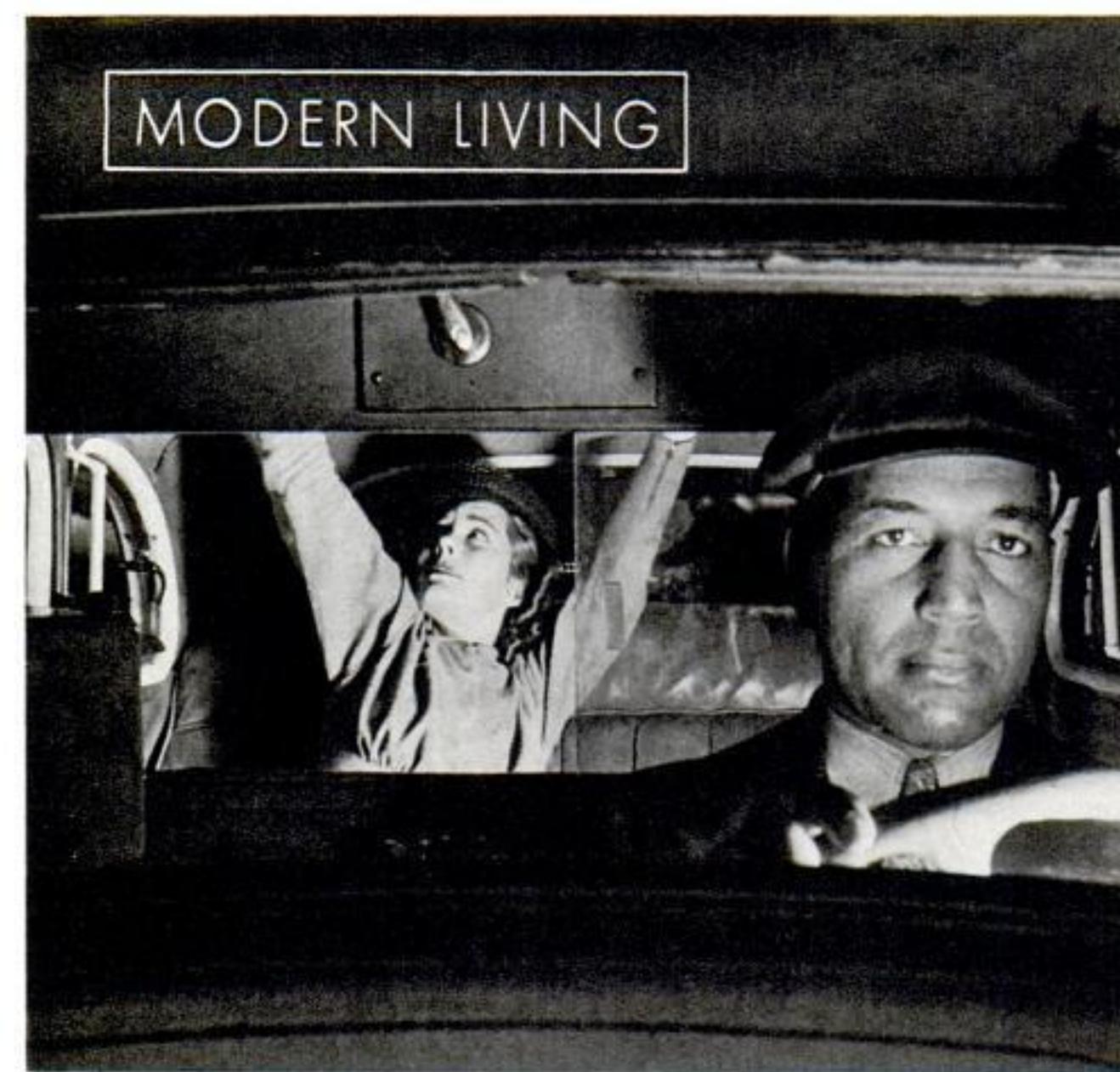


RCA Victor

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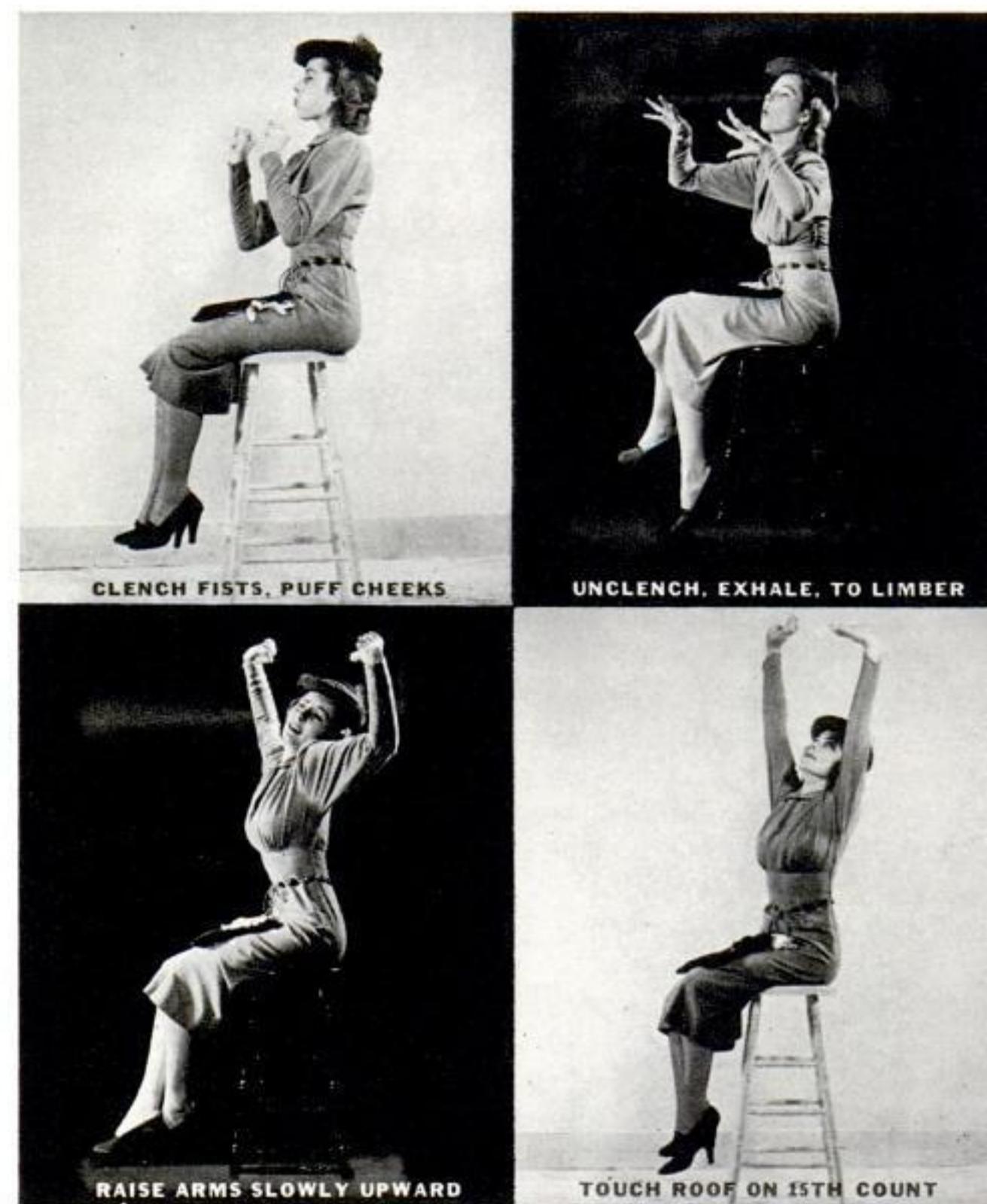


- An empty beer can never tries a come-back. No deposits, no returns when you say "I'll have it in Cans."

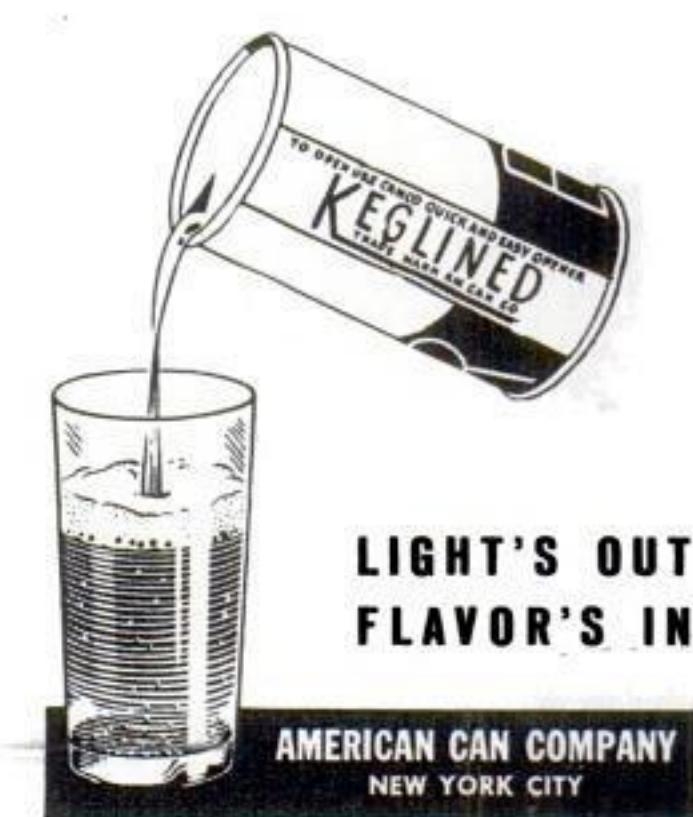
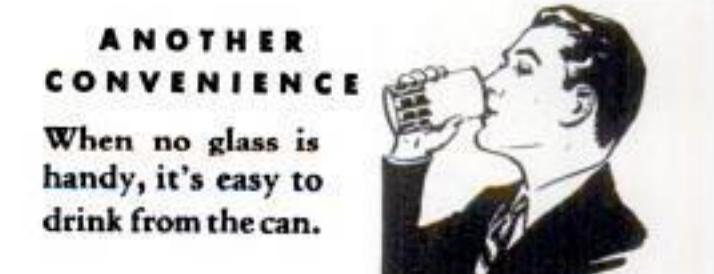


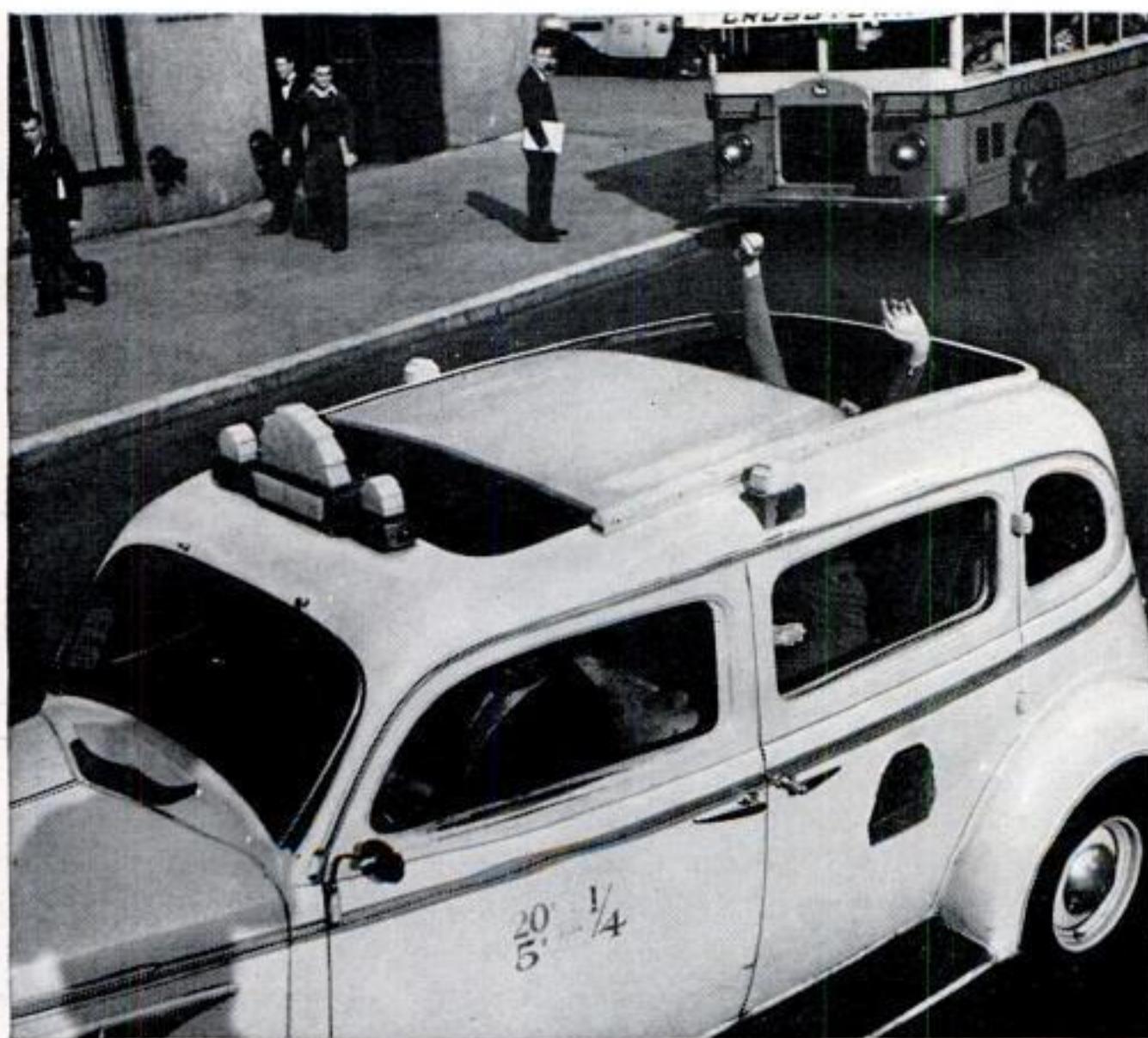
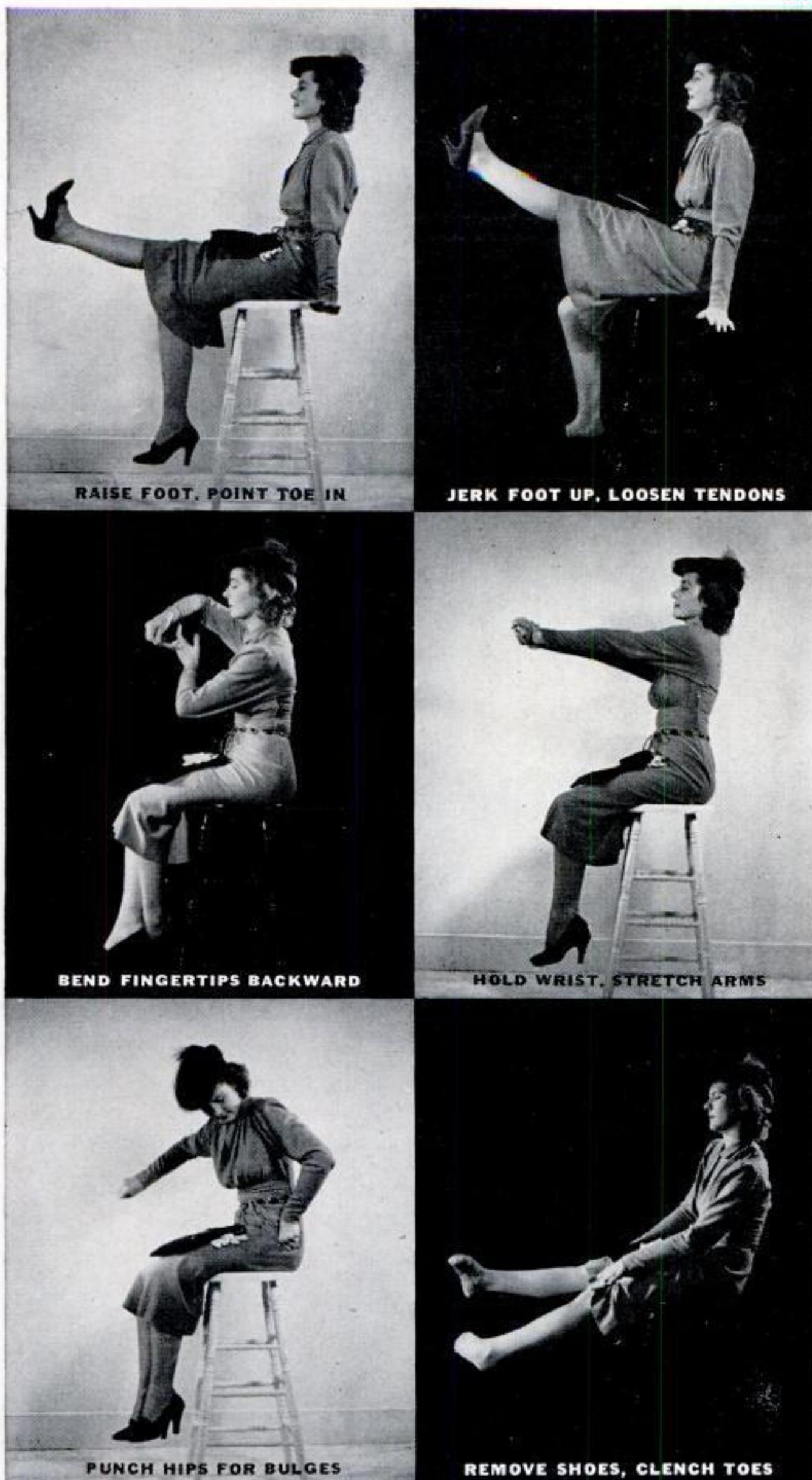
TAXI EXERCISES FOR BUSY GIRLS

The young lady above is not the victim in an Oppenheim murder story. She is taking a series of 15-min. reducing and limbering exercises, prescribed by Veronica Dengel, New York dietitian. To satisfy her clients' complaints of being too busy to exercise, Miss Dengel made up this schedule, to be practiced in taxicabs, or at desks, recommends it for business-women. With steady practice, ankles can be reduced one inch (*top, opposite*), waistlines two inches (*below*). Other exercises shown here stimulate circulation and loosen stiff muscles. Though by no means an ideal gym, a taxicab offers the advantage of keeping the exerciser out in the fresh air.

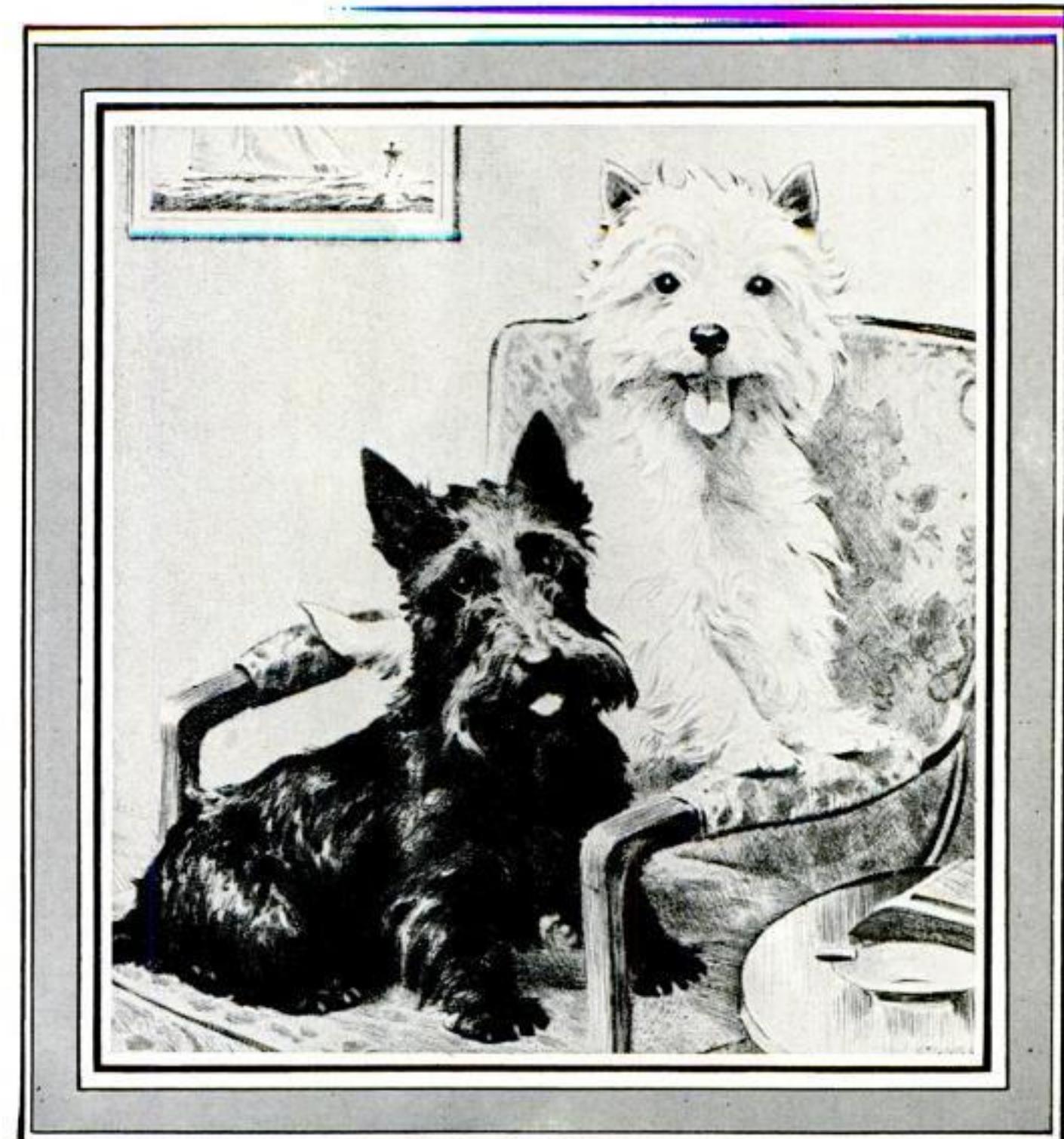


● A can is just the right shape and size for carrying beer. A beer can is sturdy, it fits the refrigerator shelf with no waste space. A can protects the delicious flavor of good beer in darkness as complete as the original brewer's vat. When you buy beer always say: "IN CANS."





STRETCHING IN TAXICABS BEWILDERS FIFTH AVENUE STROLLERS



Character

*gives Black & White
the place of honor!*

Fine character is always respected. Naturally Black & White finds a place of honor wherever noble quality is appreciated. This famous old Scotch has a definite personality. You recognize it in the magnificent flavor and rare bouquet. The character which these qualities give to Black & White has been faithfully maintained since the blend was created, generations ago. This steadfast character is your assurance of unvarying satisfaction, no matter where or when you ask for Black & White.

EIGHT
YEARS OLD



"BLACK & WHITE"
BLENDED SCOTCH WHISKY • 86.8 PROOF

The Scotch with Character

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THE RISE AND DECLINE OF MUSSOLINI

by
G. A. BORGESE

At the age of 55, which he reached last July, Mussolini seemed to step back toward a smaller place among the representative men of his time. Long radiant with daily fame, he was now far outshone by Hitler, a disciple; and between summer and fall of 1938, in the perspective of events to whose earlier growth his contribution had been matchless, his own life appeared shrinking to the size of a forerunner's and his experience virtually so complete as to allow for a survey and clear appraisal.

Predappio, where he was born in 1883, is a small place in Romagna, the land in Northeastern Italy which had belonged for centuries to the central state owned by the Roman popes. The father of Mussolini, Alessandro, a blacksmith in his own smithy, was an ardent socialist in a region where socialism, with capitalism lagging and big industry lacking, inevitably bordered on emotional anarchism. Impetuous and bold as many Romagnoli, he wholeheartedly liked wine, love and argument. The mother, Rosa Maltoni, an elementary schoolteacher, took care of her three children with valiant tidiness. Both parents died before growing old. From his mother's

classroom Benito may have drawn a first inspiration for totalitarian rule.

Theirs was poverty, though not misery. Bare decencies of life were provided by maternal care; grapes and figs could be plucked in a rented vineyard; and the frugal daily diet might find a change, at times, in large meals outdoors or in a tavern which the father managed as a profitable hobby—and where Rachele Guidi was a waitress, later to be Benito's comrade and still later his wife. But the family walked on the shaky edge between petty bourgeoisie and proletariat where many a revolutionist had his start.

Envy and outright hatred were less easy to avoid in the coming age of the revolt of the masses. Benito, the first-born, thus named after the Mexican regicide, Juárez, was brought up in a boarding school where he ate the gray bread of the poor. He was never to forget the taste. Having graduated as a schoolmaster, he taught for a few months in a provincial elementary school, immediately thereafter migrating to Switzerland in quest of real opportunity and of freedom from impending military service. This was his first Hegira, in July 1902.

The boyish exile spelt failure. Only occasionally a manual worker and real proletarian, he plied the art of propaganda, eking out of subversive oratory an insecure living. He denied God. He denounced fatherland and the ruling class. He asserted himself. Revolutionary colleagues would mistrust him at times, dimly aware of a fathom-deep individualism under his surface of ready-made Marxian collectivism. But his record of privation, imprisonment, expulsions, and vagrancy on the verge of crime, grew to virile conspicuousness. He looked lean, tight-lipped, wide-eyed.

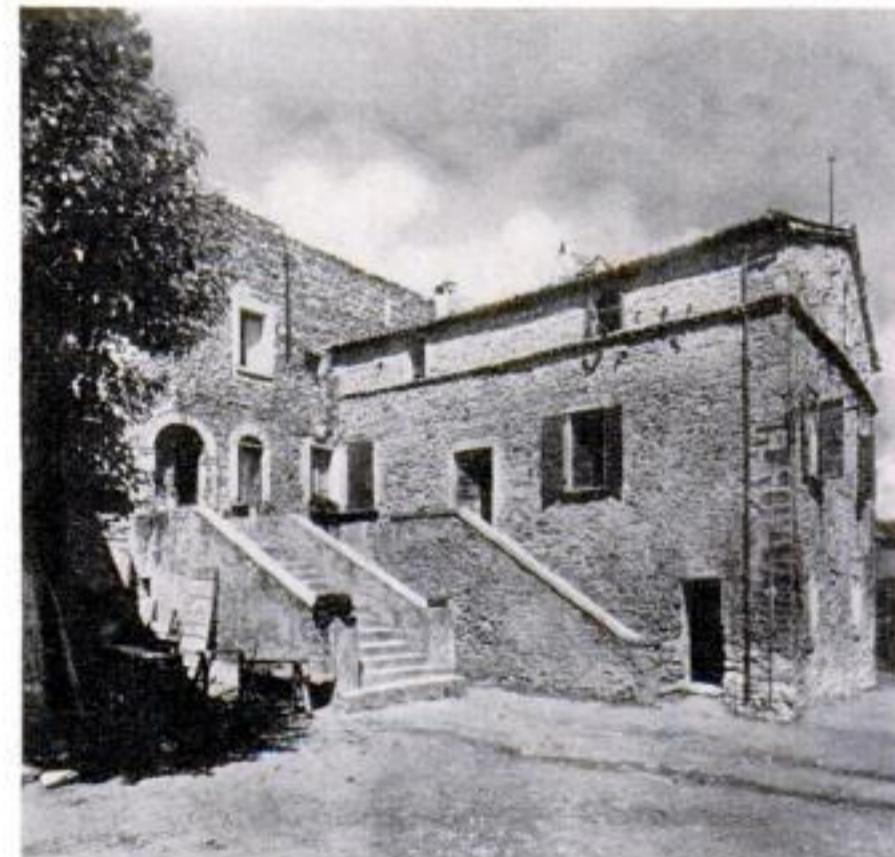
Switzerland remained practically his one experience abroad; the rest of his life was national or local, except for the infinity of dreams. Returning home under the protection of an amnesty for draft-dodgers, he submitted to compulsory military service. Shortly afterwards he touched the summit of his teaching career as professor of French in a Ligurian high school. It was a brief trial again. Between 1908 and 1909 he settled down in Forli, his provincial capital, there to excel among Socialists and soon to edit a weekly, *The Class Struggle*.



1 Father Alessandro, blacksmith, tavern keeper, anarchist and socialist.



2 Mother Rosa Maltoni, socialist schoolteacher, died when Benito was 21.



3 Benito Mussolini was born July 29, 1883, over his father's smithy in Predappio near the Adriatic Sea.



4 At 8, a solitary little scrapper in a village of socialist scrappers, Benito poses with



5 At 18, he graduates from teachers' training school after term in Catholic school. He teaches for \$2.50 a week for a year, flees military service to Switzerland.



6 The Socialist Party hires him, but tries in vain to train him.



7 A stern socialist guide is famed Angelica Balabanoff.



8 He does his military service for 18 months as *Bersagliere*.

For its second Close-Up, LIFE called upon Professor G. A. Borgese, author of *Goliath: The March of Fascism*, to write a definitive appraisal of his one-time fellow countryman, Benito Mussolini. An eyewitness and student of Fascism in its formative years, as a leading Italian author, critic and university professor, Mr. Borgese left his native land in 1931, never to return. He is now at the University of Chicago and has become an American citizen. With a scholar's knowledge and an artist's insight, Mr. Borgese in the accompanying article not only traces the development of Mussolini's character and creed but also points out the historic, perhaps dangerous, irony of Italy's present position in relation to Germany.

Marx engraved in his brain the slogans of "struggle" and "class"; Nietzsche the sketch of the Superman; Machiavelli the cult of power; Pareto, spite for democracy; Sorel—warmly recommended by the philosopher Croce—the myth of universal violence and upheaval. All that, and more, he read in hash. What he still lacked was borrowed from D'Annunzio, including the dagger-stiff handwriting with which young Mussolini replaced his undistinguished cursive penmanship. Still under thirty, his personality was ripe.

"I would have strangled them," said he, while still in Switzerland, of two Englishwomen whose lunch he vaunted to have grabbed from a park bench. This was obviously an echo of Dostoevski's Raskolnikoff, Napoleonic killer of capitalistic hags. Later he gloated over the anarchists' bombing of the Colon Theatre in Buenos Aires in 1910 and praised the attempt on his king's life in 1912. He may even have harbored explosives in his own lodging; yet, on the whole, his anarchism or terrorism remained of the intellectual sort, by imagination or proxy.

Then suddenly, at the age of 30, he was seen

CONTINUED ON NEXT PAGE



his class. Teacher Marani was his father's friend.

5 He is proud, vain, flighty, quarrelsome, half-educated, ambitious.



10 He shrewdly sells out to France trying to put Italy into the War, founds his paper *Il Popolo d'Italia*, gets arrested by detectives.



The Mussolini act. He wears gray-green uniform of the Fascist militia. Honorary corporal insignia is triangle and

eagle on arm. Eagle on fez is high officer's insignia. Behind his boot is Son-in-law Ciano. At left, personal guard.



11 Rich friend is talented Margherita Sarfatti, university dean's daughter, Milan lawyer's wife.



12 Mussolini (center) and Italy enter War in 1915, he as Bersagliere corporal. At right is sergeant. Front is in the Alps.

CONTINUED ON NEXT PAGE



13 Explosion of overheated mortar wounds Mussolini 44 times in the rump. War and wounds thin him down.



14 On crutches in late 1917. He raged at the awful defeat of the Italians at Caporetto.



15 After War, he rallies socialist renegades and the War veterans in his own gang. Notice the girl tweaking his ear. His crusade is to fight "Communism."

RISE AND DECLINE OF MUSSOLINI (continued)

taking a first, broad step to national significance. The year before he had fanned workmen's and women's riots in his little town against the Italian conquest of Libya, thus adding a few months to his record in jail, honorable already. This martyrdom and the shrillness of his outcry against more temperate and patriotic leftists carried him to the national scene as member of the Party Executive Committee and Editor of the socialist daily *Avanti!* in Milan. At that desk the World War surprised him, still brewing world revolutions in Romagna and vicinity. He pledged at first, most firmly, socialist neutrality between the fighting capitalisms, although furtively ogling Germany, the cradle of Marxism.

But the battle of the Marne, a few weeks later, decided his fate. He realized that the democratic Powers might win the War and that Western Socialism was burning to death in the conflagration of the nations. His hopes for personal ascendancy in mob revolution shattered, he threw his dice. France hired him, he used the hirer. Expelled from the Socialist Party he emerged on his personal journal, *Il Popolo d'Italia*, advocating intervention on the Allies' side. This was his Rubicon, or second Hegira, Nov. 15, 1914.

He personally intervened when called to the colors late in the summer of 1915 and, having fulfilled his duty as a private and corporal, was again made available, by an accidental wound early in 1917, for his desk and phone. The great word Fascism he coined in March 1919: at first a fluid alloy of near-communism in domestic policy and jingoism in foreign affairs, then under the pressure of logic and circumstances coalescing fast to solid obscurantism on all sides. There was political genius in guessing that right turn was permitted on red light.

But there was no march on Rome. A conglomeration of perturbed interests and self-whipping delusions, from the king's inner circle through frightened stockholders to demobilized lieutenants and frustrated intellectuals, crowded him to power, since he, loyal to nothing, was fit to be the leader of all. The wraiths, highly vocal, of a defunct Red Peril and of an irresuscitable Roman Glory, heralded a rush, no march. The leader, or Duce, of Fascism, invited by a



Mussolini's family are from left, Wife Rachele, Anna Maria, Romano, Bruno, Edda and Vittorio. This was in 1930. Musso-

lini's favorites are Edda, now the Countess Ciano, and Romano whom he holds in his arms. Otherwise, he is friendless.



26 Field-stone Mussolini pouts across Ethiopia's field of Adowa, scene of Italian defeat in 1896, "avenged" in 1935.



27 Little King Victor rather likes him. Behind, Balbo, d'Aosta, Crown Prince.



28



16 Desk is backed by War veterans' symbol of skull and dagger. Notice the revolver and grenades.
17 "March on Rome," 1922. Quadruplets (from left): Bianchi, De Bono, De Vecchi, Balbo.

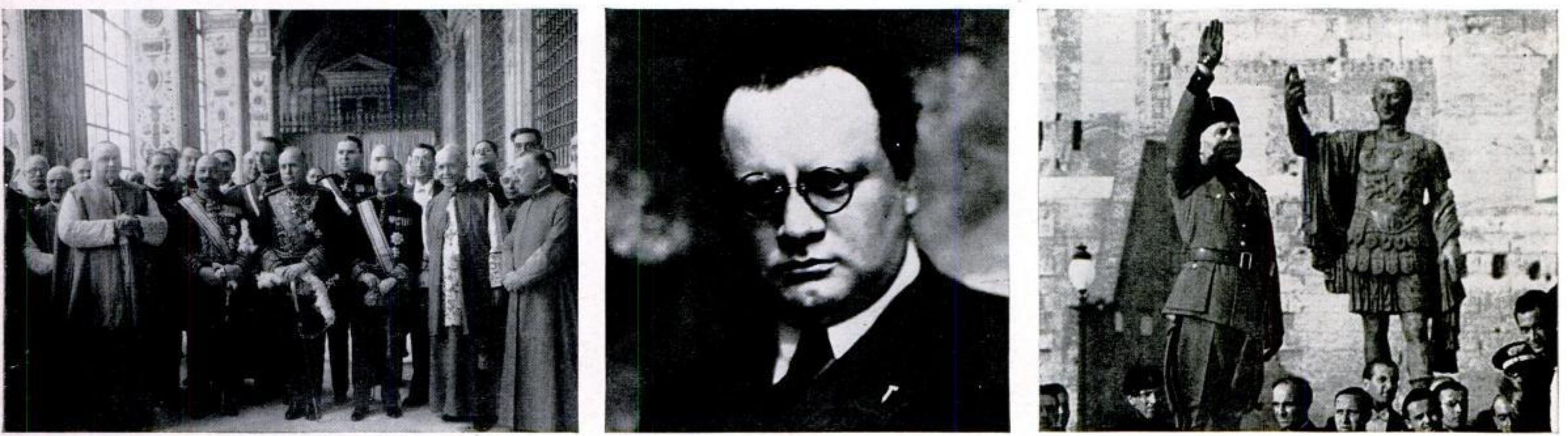
18 As Premier, he begins publicity build-up as Superman, dominating tiger cub in Rome Zoo.

19 Fascist Superman is also athlete, swimmer, horseman, flier.



20 More spiritual publicity is the Great Thinker, alone with the sea. This photograph was for ambassadors.
21 Emperor Haile Selassie of Ethiopia thanks true "friend," Mussolini, in 1924 for putting him up for the League of Nations.

22 He listens to his onetime hero, Poet-Soldier D'Annunzio, in 1925 at Lake Garda. D'Annunzio soon becomes nuisance.



23 Peace with the Pope is signed in February 1929. In the Vatican, anti-clerical Mussolini wears King's Order of Annunziata collar.
24 Beloved brother Arnaldo, editor of Mussolini's paper *Popolo d'Italia* since 1922, dies in 1931.

25 Anti-British symbol is pose on the Via Dell' Impero with the old Roman Empire's Julius Caesar who conquered Britain.



26 Magnanimously Mussolini allows himself to be sculptured smaller than his King (right). Notice Italy's new crown of Empire.
27 Mussolini and stooges put on roisterous imitation of German goose step—the *passo romano*.

28 Now the No. 2 Fascist, Mussolini has made No. 1 Hitler also an honorary corporal of Fascist militia. The ex-No. 1 has grown tired.

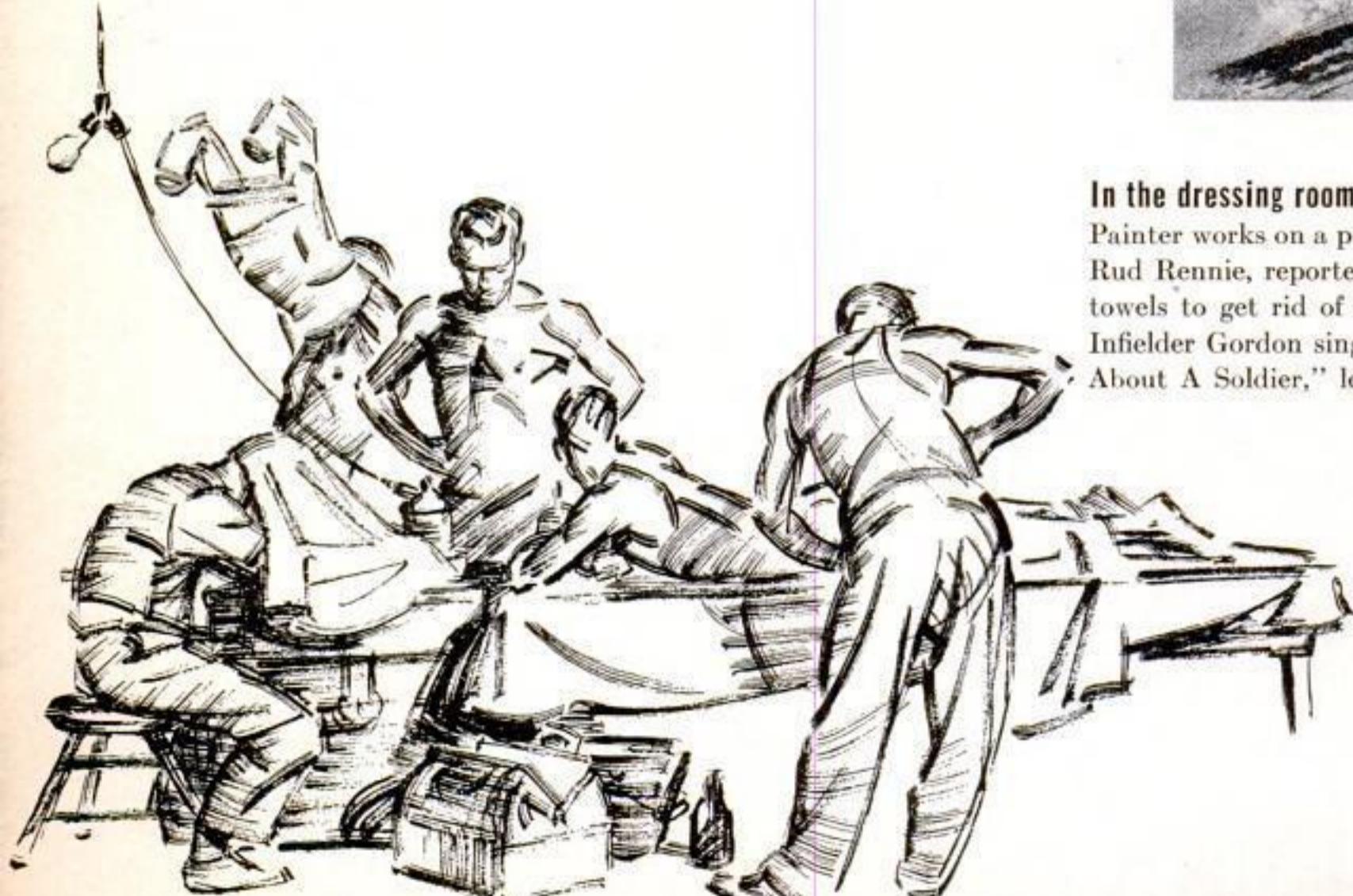
SPORTS



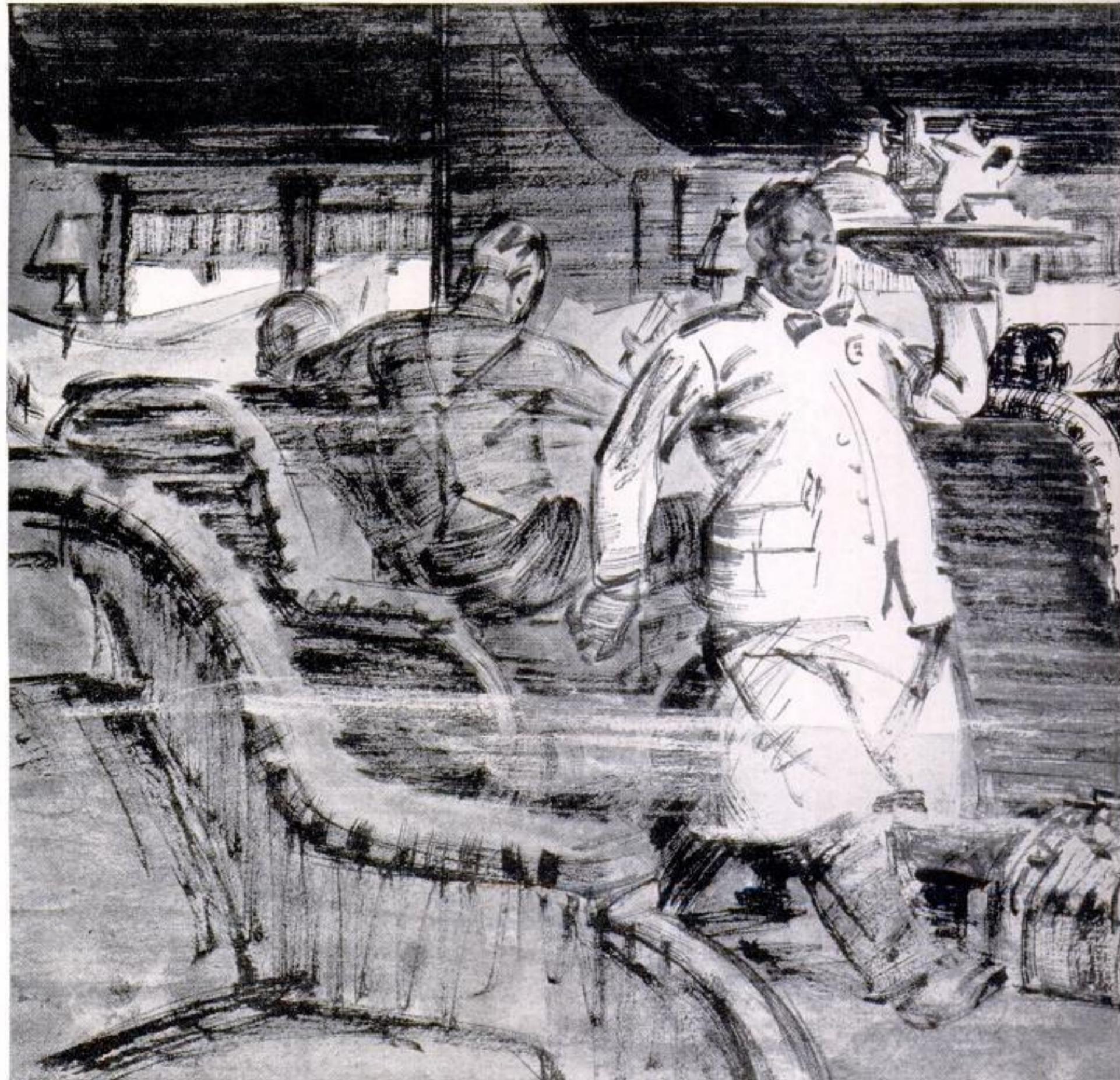
Pitcher "Bump" Hadley hidden behind trunks above, loads an elastic slingshot, hits Dickey, Powell, and DiMaggio with a heavy slug of tinfoil.



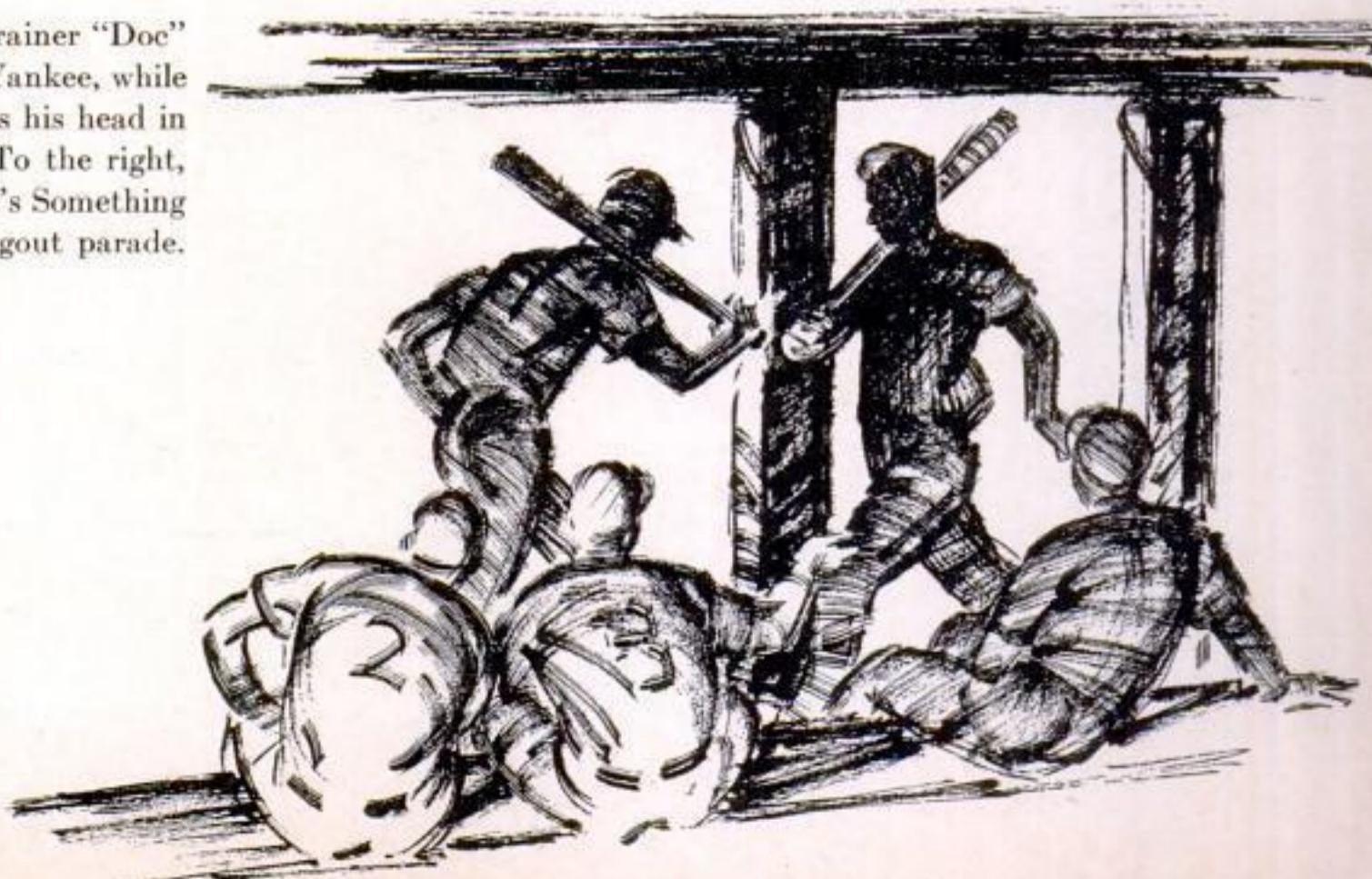
Batboy Tim Sullivan gives advice to batter Frank Crosetti. Tim travels, plays cards, eats with the team, but is greeted on the field mostly by grunts.



In the dressing room (left), Trainer "Doc" Painter works on a prostrate Yankee, while Rud Rennie, reporter, swathes his head in towels to get rid of a cold. To the right, Infielder Gordon sings "There's Something About A Soldier," leads a dugout parade.



ON THE TRAIN GEHRIG, DICKEY, ROLFE, AND JORGENS ALWAYS PLAY BRIDGE.

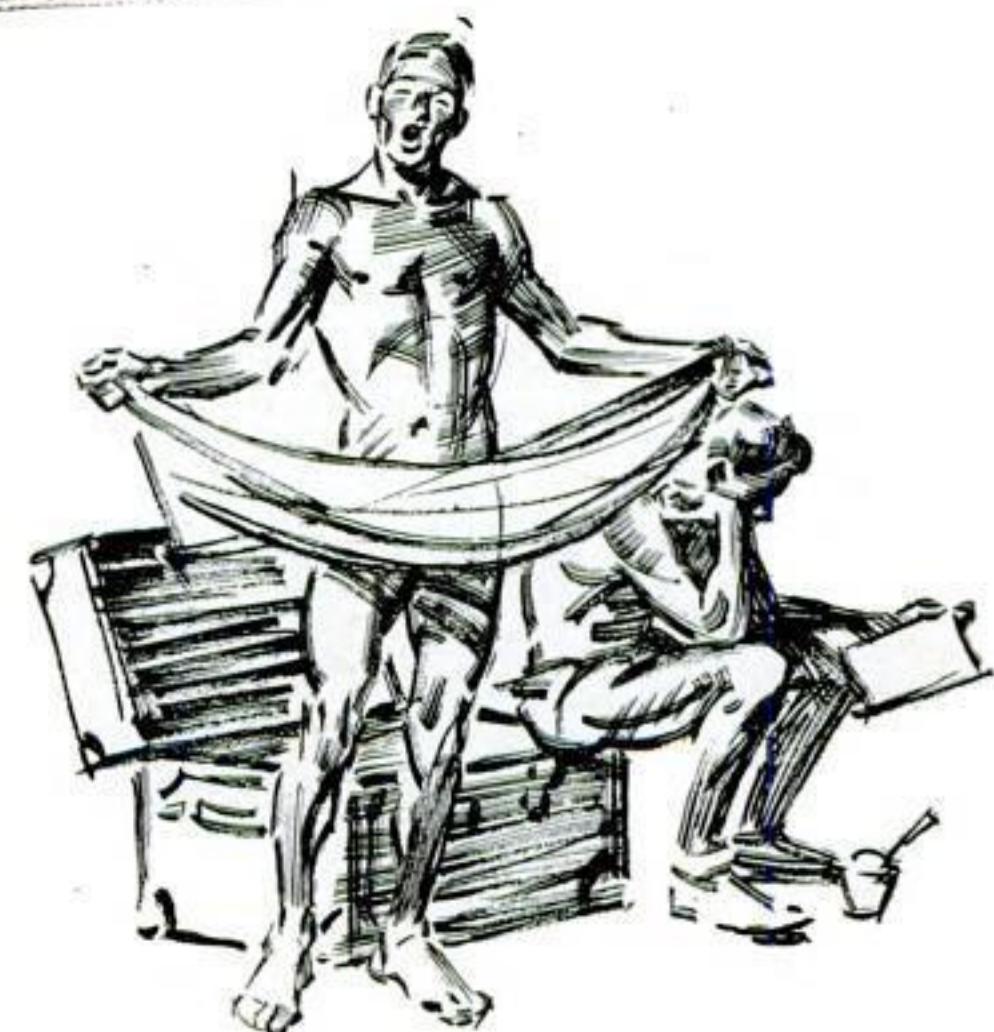




Catcher Bill Dickey studies mirror five times in half-hour.



The great Joe DiMaggio (above) has a cigarette, fast swing music from the radio, and breakfast in bed. He always wears bright-red silk pajamas.

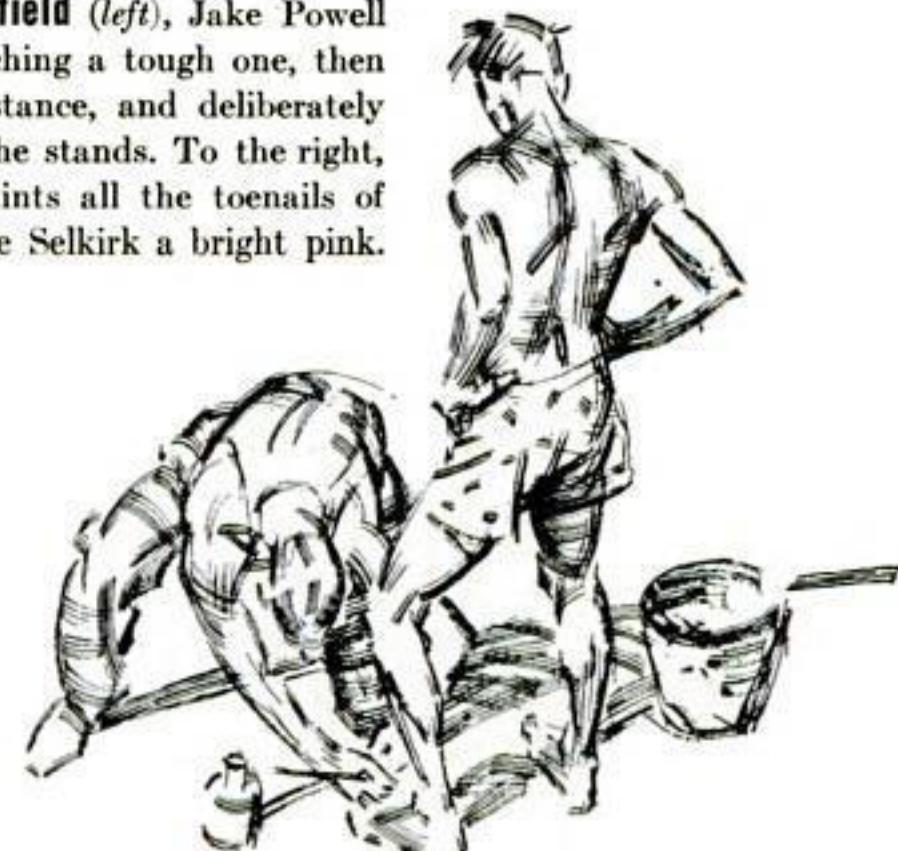
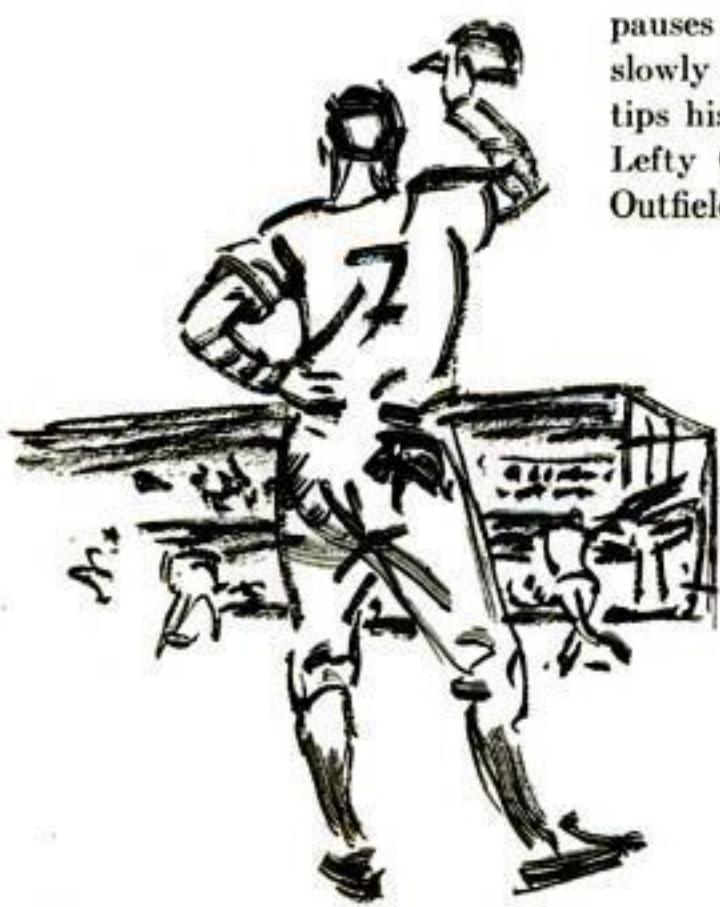


Monte Pearson, who pitched a no-hit-no-run game this season, loudly renders "Ochi Tchornya" as mock serenade to Pitcher Lefty Gomez.



WHILE PEARSON KIBITZES, MURPHY FRANTICALLY HUNTS MISLAID GRIP

On the playing field (left), Jake Powell pauses after catching a tough one, then slowly takes a stance, and deliberately tips his cap to the stands. To the right, Lefty Gomez paints all the toenails of Outfielder George Selkirk a bright pink.



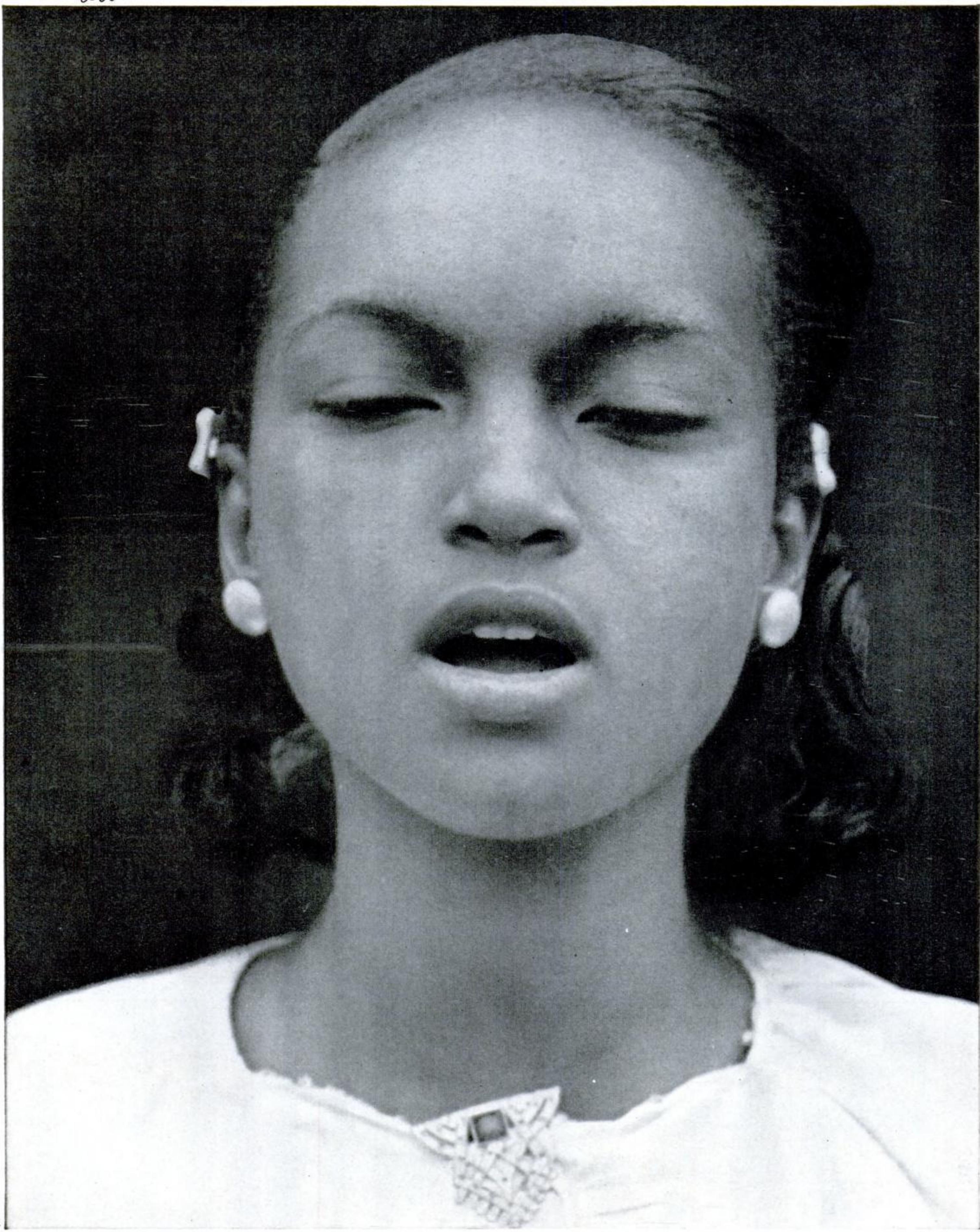
"Larruping Lou" Gehrig (right) wears an old-fashioned, long nightgown to bed. Last winter Gehrig was an actor in a very bad Hollywood movie.

Manager Joe McCarthy (below) in the clubhouse before a game romances about cures for sore arms. Gehrig and DiMaggio listen in profound silence.



2275-A (Casie-Pix)

Page 48



A BLACK GIRL SINGS A HYMN

In the Congo jungle, a black girl like this would be moaning a murky tribal chant. This girl is at church in the South, singing the plain music of a Baptist hymn as no white girl could sing it and as its own

composer could never have imagined it. As she sings, with her eyes half-closed, her ecstatic face becomes the face of the American Negro finding in music and in religion his soul's two great consolations.

NEGROES

THE U. S. ALSO HAS A MINORITY PROBLEM



TOTE DAT BARGE, LIFT DAT BALE

1149-C EISIE
Seventy-five years ago, in 1863, Abraham Lincoln signed the Emancipation Proclamation which theoretically freed the Negroes of America from a slavery which had been their life ever since a Dutch man-of-war put into Jamestown, Virginia, in 1619 to land what its log recorded as "20 Negars." This year is, therefore, a Diamond Jubilee for the American Negro. When Mr. Lincoln freed the slaves, there were 4,000,000 blacks in America. Today there are almost 14,000,000.

These 14,000,000 colored people make up the largest and most indissoluble minority in the U. S. They are also the most glaring refutation of the American fetish that all men are created free and equal. The Negro may be free but in no way—economically, politically, socially—is he the white man's equal. He is a minority more sharply set off than any of the world's other minorities. Like most minorities, he has only two solutions for the evil of inequality: he can be assimilated and merge himself into the life and ways of the white man, or he can boldly build, within the white civilization, a black civilization of his own. Either solution seems unattainable in the time of any living generation. According to some anthropologists, the Negro, even if given social equality, could never be racially absorbed by the whites.

ACME
BABY NEEDS NEW SHOES
Every white man knows that there is a Negro problem. But few know the Negro. He is recognized as the bale-heaving stevedore (*inset top*) chanting the unhappy songs of a happy-go-lucky race; or as the crapshooter who has given America a picturesque jargon (*inset middle*); or as the hysterical convert (*bottom*), or as the

old "darky" (*right*) who has borrowed trappings, bearing and beard of the Southern colonel and thus created a caricature of his old massa. The white man will, however, be surprised at the achievements of the Negro in America, some of which are set forth on the following pages.

The American Negroes all came out of Africa, gathered from a dozen different races. In America these diverse bloods are fused and further mixed with white and Indian blood to form a completely new race. In the South, this new Negro seems acclimated. There, as a restricted class, he leads an earthy, easygoing life which rarely ends in suicide. Ignorant but intelligent, improvident but imitative, his world is relatively small and he is relatively happy in it. In the North, free to sharpen his intellect and ambition, he is dissatisfied and has fallen heir to the neurotic

ills the white man suffers. In the South, his inequality is enormous. In the North, the gap between black and white is smaller and in one realm, politics, the northern Negro is as potent as any white. Today, on the Diamond Jubilee of his freedom, the Negro is forgetting the party of the man who released him from bondage and is going over to the party of the forgotten man and the New Deal.



I'M FEELING THE GLORY GLORY

2783-B



NEGROES

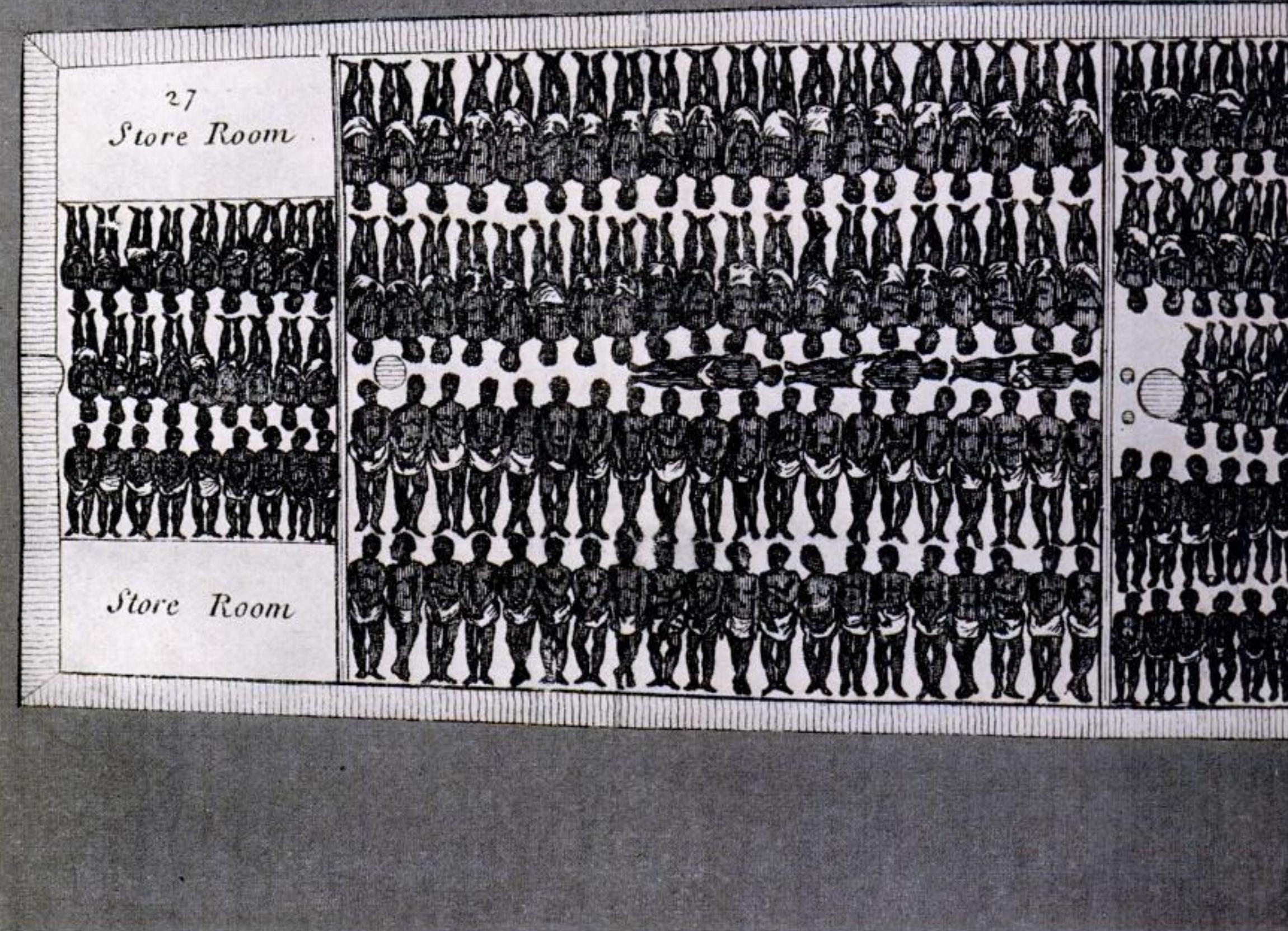
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Page 50

A big business brought the blacks to America

Most minorities emigrated willingly to a promised land. The Negro did not. He was brought to America against his will. The slave trade, which brought him, was a filthy and inhuman business. But it was big business and there was nothing haphazard about the way it was run.

The diagram at right is the plan for a British slaver, drawn to show maximum cargo allocation while still complying with British law that for each male slave a space 6 ft. by 1 ft., 4 in. must be provided, for females 6 ft. by 1 ft., 2 in. Massed together, allowed on deck only for brief intervals, the blacks lived the long voyage in a hold reeking with the filth of the nauseous and dying. Slave ships smelled so bad that other ships could tell they were passing a slaver half a mile off by the smell that carried across the water. The smell was worst at the end of a voyage but then the crowding was less rigorous for on an average trip, one out of five blacks who started the voyage died.



IN THIS PLAN FOR A SLAVE SHIP, DRAWN ABOUT 1790, THE EFFICIENT SHIP'S ARCHITECT FILLED EVERY



Cotton picking is the same today as in the '60s when an early photographer took this picture.

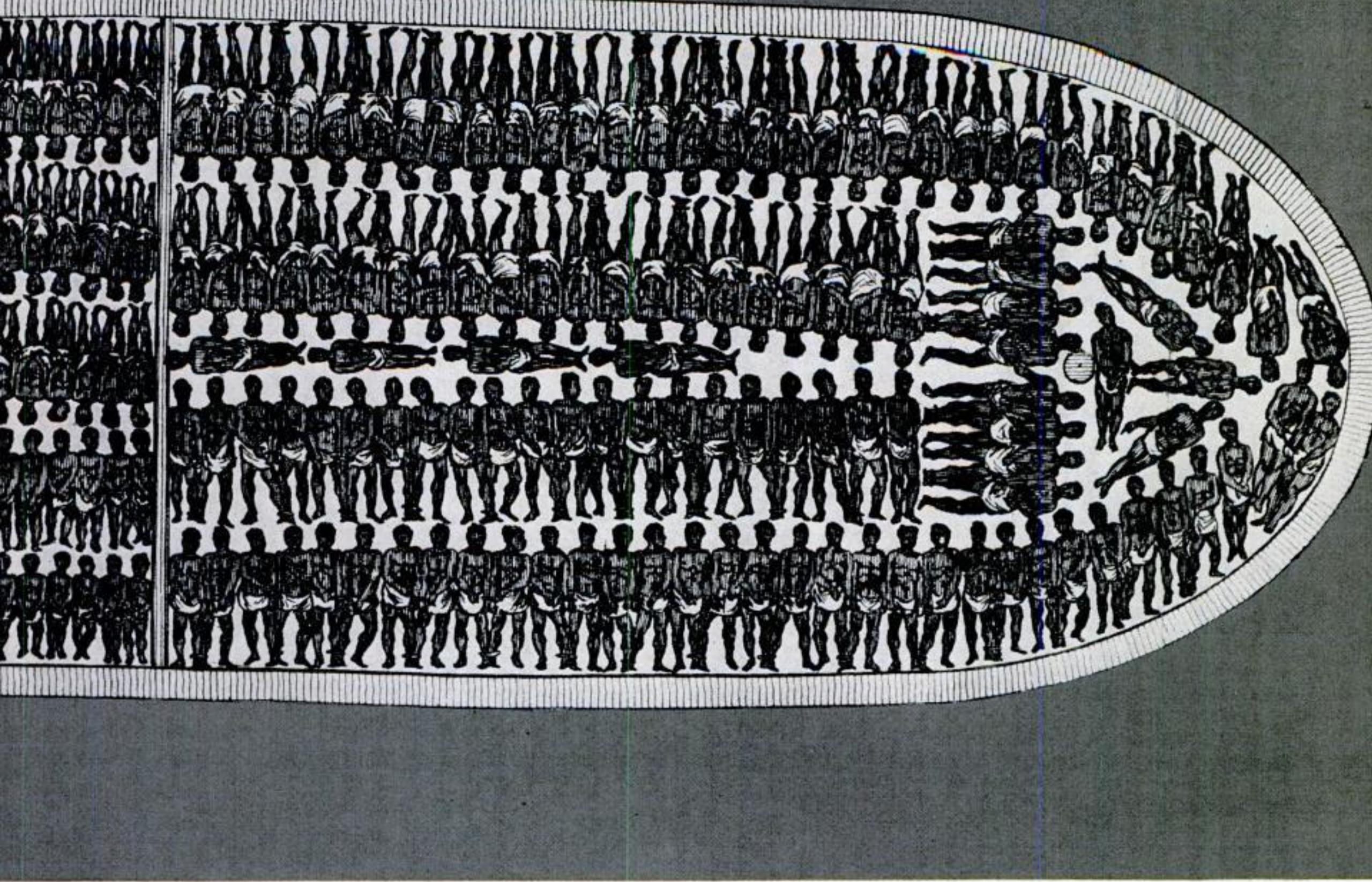


Music is still scratched out by plantation Kreislers on crude but ingenious homemade fiddles.



In slave days, Negroes lived in windowless, one-room cabins, propped off the ground with bricks in "the quarter." Only on the most pious

plantations were family unions blessed by matrimony. The Negroes in this picture are field hands, the "mudsills" of plantation society.



INCH OF THE HOLD WITH CARGO. A WELL-DESIGNED SLAVER COULD CARRY AS MANY AS 600 BLACKS

2279-C

Cecile (both)



SHARE-CROPPER FAIR & FAMILY DRESS THIS WAY FOR WORK



BUT ON SUNDAY THE FAIRS DRESS THIS WAY FOR CHURCH

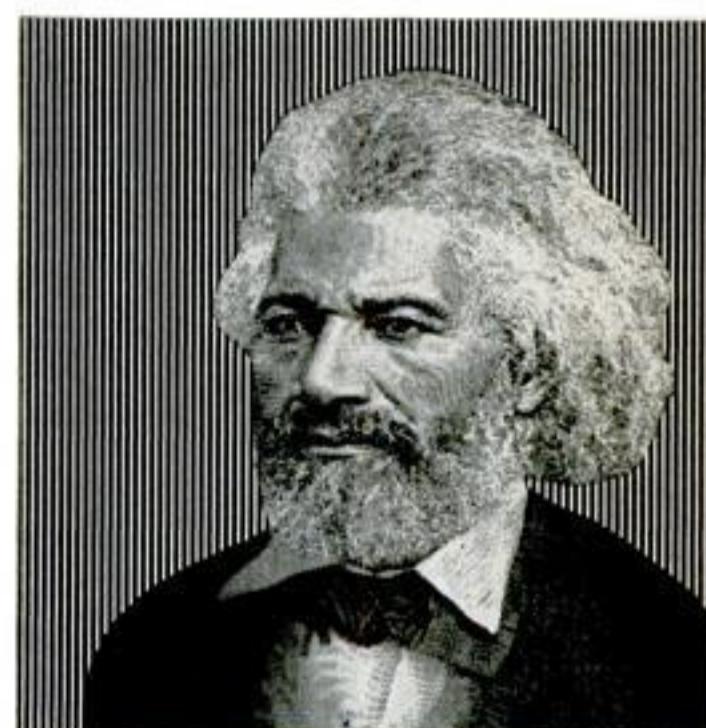
The Negro and his family still make the South's cotton crop

By 1790, tobacco, rice, cotton and indigo plantations had stopped expanding and the demand for new slaves fell off. The South, thinking it had all the blacks it needed, agreed to forbid slave importing after 1808. Then, in 1793, Eli Whitney invented the cotton gin. The trade in "black ivory" boomed as more and more Negroes were wanted to work the cotton fields which were making the South rich and powerful. Today it is still the Negro who makes the South's cotton crop for the white man.

When he was a slave, the Negro lived in quarters like those shown in the old photograph on opposite page. Free today, he still lives in much the same style. Two out of five Negro farmers are field hands. One out of five is owner or part owner of the land he works. The rest are share-croppers. The share-cropper shown above is Lonnie Fair of Mississippi who is much better off than most of his kind. He eats well, makes a small annual cash profit and buys his wife and children Sunday clothes.



Phillis Wheatley (1753-89) Boston slave, literary prodigy, wrote an ode to Harvard at the age of 12.



Frederick Douglass (1817-95), escaped slave, became greatest black abolitionist. He married a white.



Paul Dunbar (1872-1906), "poet of his people," was first Negro literary figure to get white recognition.



Booker T. Washington (1859-1915), born a slave, founded Tuskegee, became most famed Negro of his day.



Fanny Virginia Casseopia Lawrence was one of the many slave children bought and freed by abolitionists.

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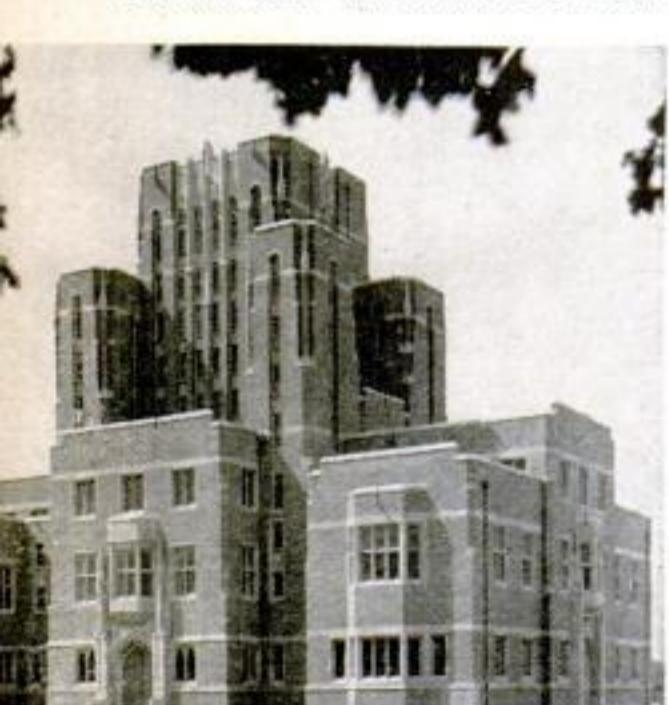
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DIETETICS BUILDING, TUSKEGEE



DORMITORY AT HAMPTON INST.



ABOVE: ATLANTA; BELOW: FISK



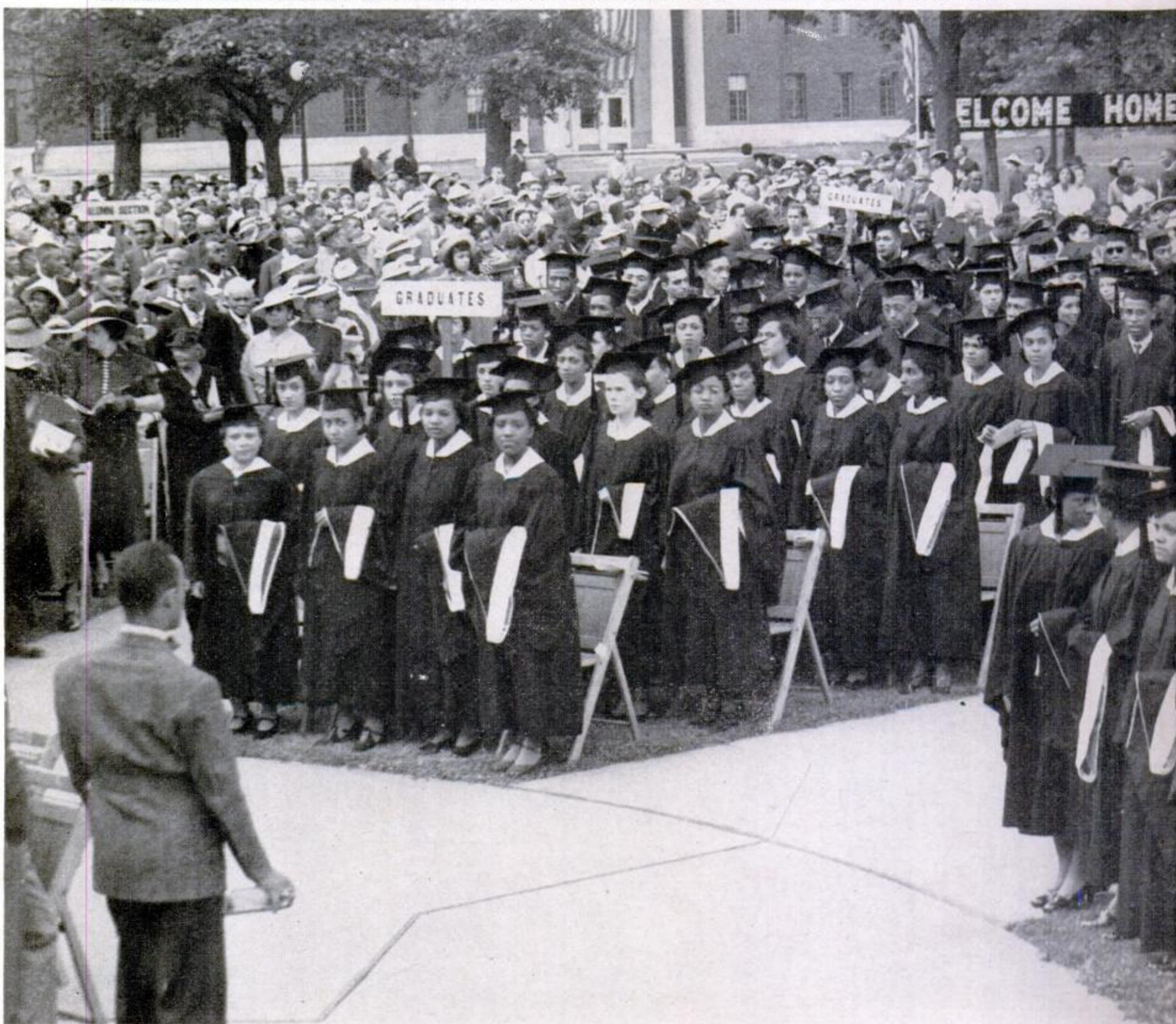
NEGROES (continued)

Page 52



STUDENTS IN MUSIC DEPARTMENT AT ALABAMA'S TALLEDEGA UNIVERSITY DO A CLASSICAL BALLET ON THE CAMPUS

250 GRADUATING STUDENTS AND MANY HOMECOMING ALUMNI ATTENDED COMMENCEMENT AT HOWARD LAST JUNE



EACH YEAR 2,500 STUDENTS SEEK EQUALITY IN COLLEGE EDUCATION

The old South felt that a Negro was simply not able to absorb education and that, even if he were, it would only spoil him for useful work. But black Reconstruction leaders were fired with the idea that education, somehow magically, would remove the basis of inequality. They set up public-school systems which were put to work largely through the work of Freedmen's bureau and northern missionary societies.

The missionary societies went even further. They founded Negro colleges all over the South. Today there are more than 100 of them. A few—like Howard, Fisk, Tuskegee, Atlanta, Hampton, Virginia Union—have academic rating comparable to those of good white institutions. Most of them, however, are little better than good high schools. They graduated 2,500 students last year.

The Negro, still believing that education is the surest path to equality, earnestly patterns his colleges after the white ones—in the architecture of his buildings, the solemnity of his commencements, the didos of the campus, the caste system of fraternities and sororities. The student comes from a small strata of his people. His parents are more well-to-do than most. Very likely they are teachers or professional people. An average college year costs the student only \$500. Howard with a plant worth \$9,000,000 is the best of the Negro universities.



Most eminent Negro doctor in U. S. is Dr. Louis T. Wright, surgical director of Harlem Hospital, only colored Fellow of American College of Surgeons. He stands above at right. There is still a lack of good Negro doctors, though 10% of Negro college graduates study medicine.

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NEGROES

(continued)

Page 54

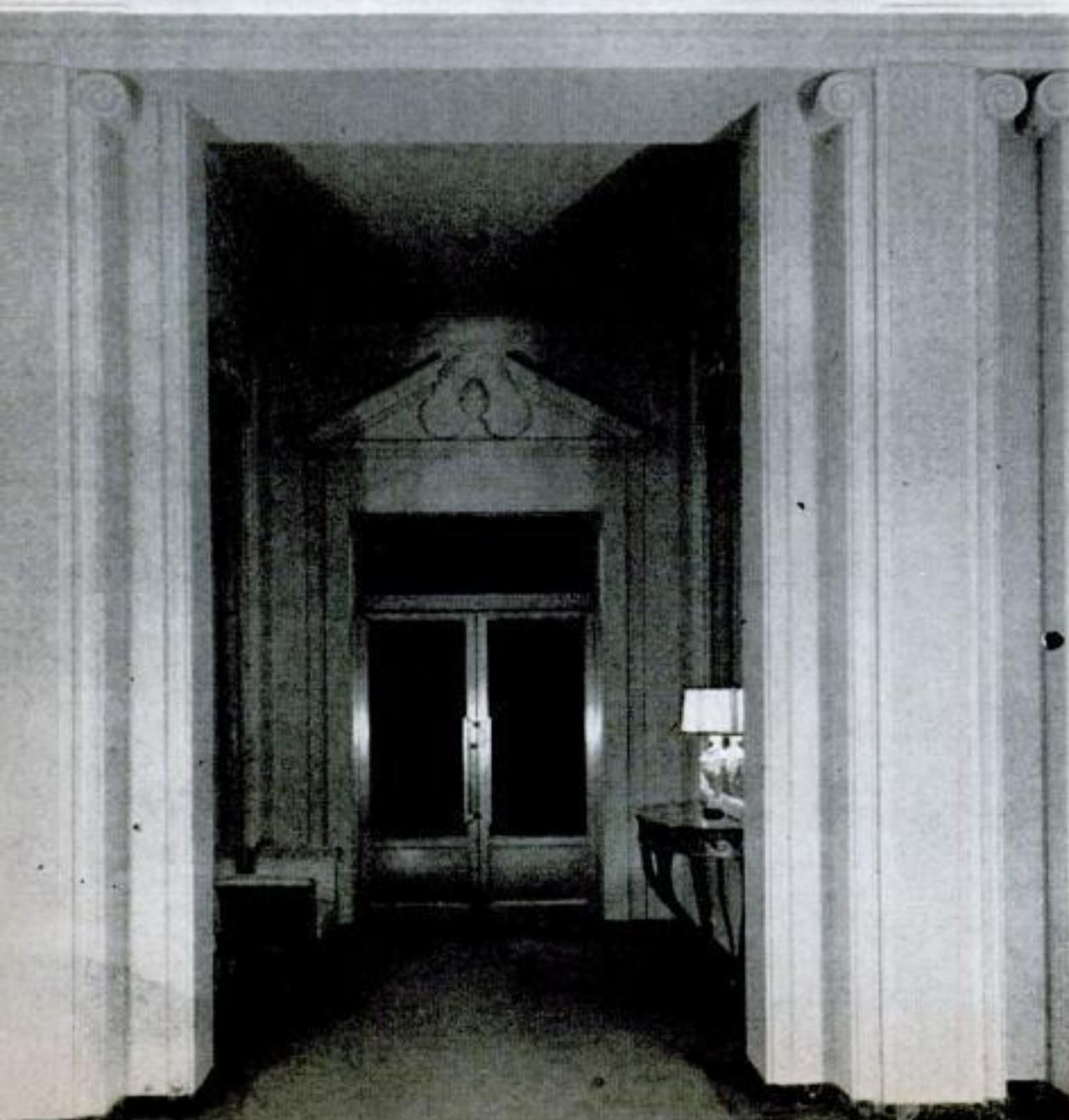
THEIR ARTISTS ARE GAINING IN SKILL AND RECOGNITION



Music Corp. of America retained Negro Paul Williams to design its Beverly Hills building (above). Williams patterned it after a plantation mansion.



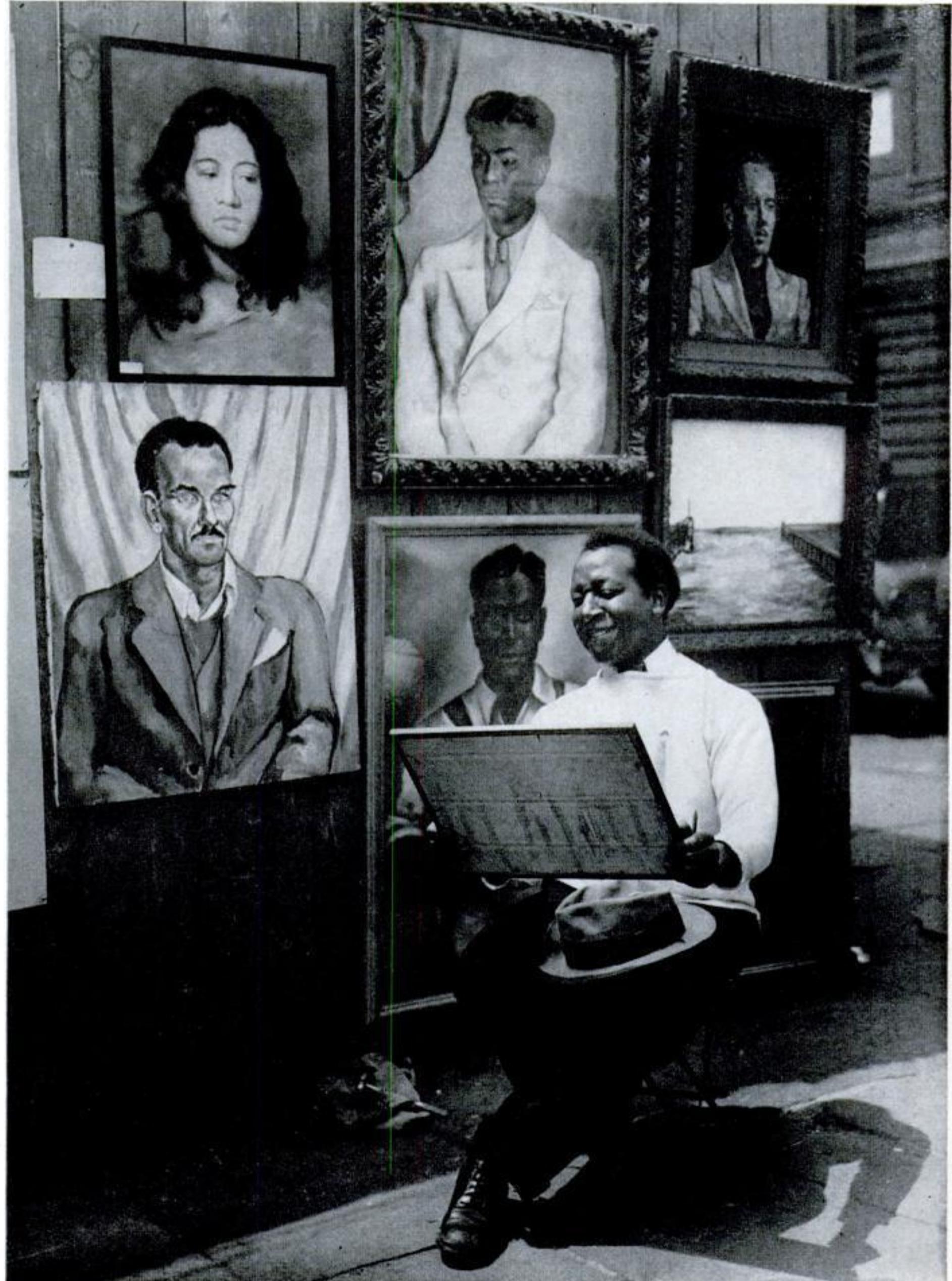
For Saks Fifth Avenue, Williams designed a Beverly Hills store. Its entrance is shown below. He designed William Paley's Beverly Hills home (above).



In the Louvre hang three paintings by a Negro artist. He was Henry Ossawa Tanner, most famous painter of his race, who was born in Pittsburgh but worked and died in Paris. The Metropolitan Museum of Art owns another Tanner.

No other American Negro artist ever achieved Tanner's prestige. The best of all Negro art has been done by African savages who carved magnificent masks and statues. Logically, the inspiration of the modern Negro artist should grow from this primitive work, which greatly influenced the work of such white modernists as Picasso and Modigliani. But today the Negro is far away from his jungle ancestors. He paints with considerable skill in the manner of the white man. The subject which always preoccupies him is his own people.

The struggles of Negro artists are far more severe than those of even the most attic-starved white. Only now are they beginning to emerge and find recognition. No Negro ever gets a fashionable 57th Street show. All but a few museums ignore his work. Perhaps the most successful Negro artist in the U. S. is Paul R. Williams of Los Angeles, architect of the buildings shown at left, designer of homes for Will Hays, Errett Lobban Cord, Zasu Pitts, Bill Robinson, Grace Moore. Paul Williams was trained in the offices of white architects, lives in the colored quarter of Los Angeles, has offices there and in Washington.



Beauford Delaney, one of the most talented Negro painters, combines a direct approach with skilful hand. Born

in Knoxville, named after Beauford, Tenn., he works in New York. Above, at Washington Square outdoor show.

2850-B MIETH



The New York World's Fair chose Augusta Savage to do its group symbolizing Negro contribution to music. Here

Sculptress Savage puts finishing touches on a decidedly negroid faun. Born in Green Clover Springs, Fla., Augusta

Savage studied in Paris on a scholarship, is known for her Negro heads, her lively statuettes *Truckin'* and *Susy Q*.

CONTINUED ON NEXT PAGE

NEGROES

(continued)

Page 56



Easter Sunday is dress-up day for Negro society as much as for white. Last Easter, Harlem's *Amsterdam News* displayed this photograph of Mrs. Elmer Carter, wife of a New York State official, and Mrs. Beryl Goddard Edelen, executive of the Victory Life Insurance Co.



Debutante A'Leila Layton, daughter of a London society entertainer, made society news when she came to New York to visit her aunt, Mrs. Bertha Cotton, one of the wealthiest black society leaders. The Cottons live on Striver's Row, swankest section of Harlem.



The winter season in Philadelphia reaches its peak at the Commissioner's Ball, given every New Year's Eve by a group of Negroes who call themselves the Com-

missioners. Guests come from all along the seaboard — Boston to Washington. For a Philadelphia socialite not to be invited to the Ball is a sign of social decline.



"A Sepian Wally Simpson" is what *Flash*, black imitation of LIFE, printed under this picture of Mrs. Jessie Thompson of Washington, playing in her poetic drama, "Duke of Windsor Marries Mrs. Warfield."

IT TAKES \$2,500 A YEAR TO BREAK INTO SOCIETY

Ten years ago, there was only one noticeable kind of Negro society. This was a black café society, built around theatrical folk and such glowing figures as Mme Walker whose mother made a fabulous fortune out of a hair straightener. It was a gay, flamboyant group which placed high value, as no small part of white society does, on conspicuous display.

But in the past few years, a more sedate set has come to dominate the black social scene and the elegant, gossipy society pages of the Negro press. Built around small groups of better-paid professional Negroes, this society has a rather grave intellectual flavor. It is ridden with cliques and jealousies and not so easy to enter. To get in, an income of at least \$2,500 a year is desirable. A college degree is very helpful, a record of having traveled abroad even more helpful. In this set, entertainment is discreet, often stiffly formal, seldom done outside the home. In the South, especially in Charleston and Washington, the bluebloods in black society draw a sharp color line, barring the darker-skinned members of their race.

Quite aside from upper-bracket society, it must be remembered that the Negro is probably the most social and gregarious person in America. Nothing delights him more than a big lodge, with many a gold-braided official and many a high-sounding title. Lodge life is the most exciting part of the social doings of the great mass of American Negroes.

E.D. Lewis



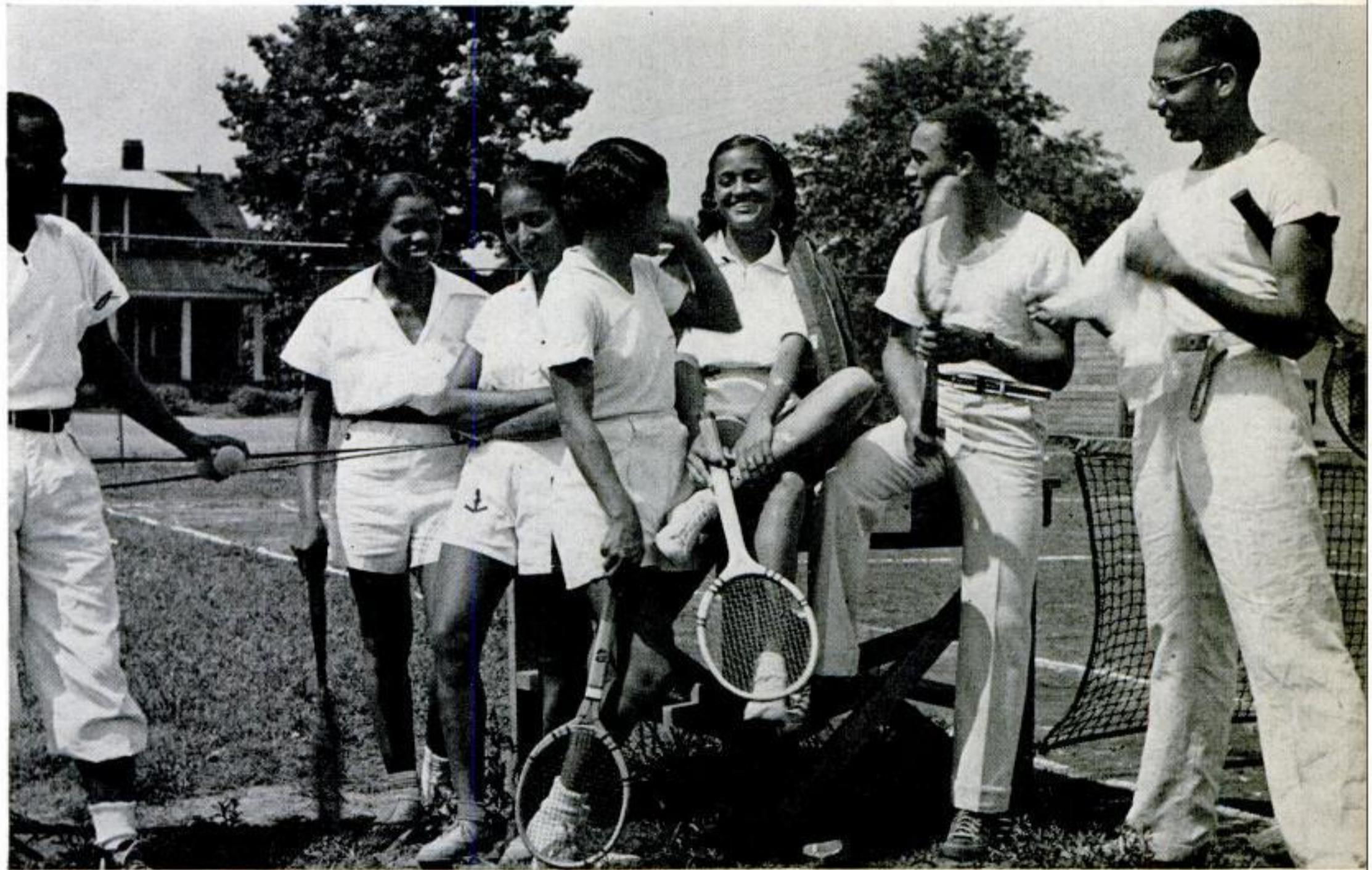
An elaborate ceremony featured the Garland Banks wedding in Salem Methodist Episcopal Church, Harlem. Crowds and photographers gathered just as they do at big Fifth Avenue weddings.

Chic. Times



Country Club life among Negroes is restricted to the very well-to-do, the expense too great for most. There are about 20 private Negro golf courses in the country, among the

swankiest being the Royal Golf Club in Washington, Sunset Hill in Chicago, Beaumont in Westchester near New York. This is Mrs. Marie Jones at the Shady Rest, N. J. Club.



College social life is inextricably mixed up with sport, as it is at white colleges. Tennis is a favorite pastime at Negro universities which each year hold their own intercol-

legiate tournaments. The players shown above are at Talladega. The gay scene below was taken at the big spring prom given by the Howard chapter of Omega Psi Phi.



CONTINUED ON NEXT PAGE

NEGROES

(continued)

Here are 20 of America's most distinguished Negroes: politicians, poets,

512 Rex Hardy

2835 Stack



Composer William Grant Still is only 43 but his jazzy Afro-American symphony has been played by the New York Philharmonic.



Labor Leader Asa Philip Randolph is president of the Brotherhood of Sleeping Car Porters, the most powerful of Negro trade unions.



Representative Arthur Mitchell of Chicago, once Booker T. Washington's office boy, is the only Negro in Congress, elected 1934.



Architect Paul R. Williams designed the buildings shown on page 54. He is 44, a University of Southern California graduate.



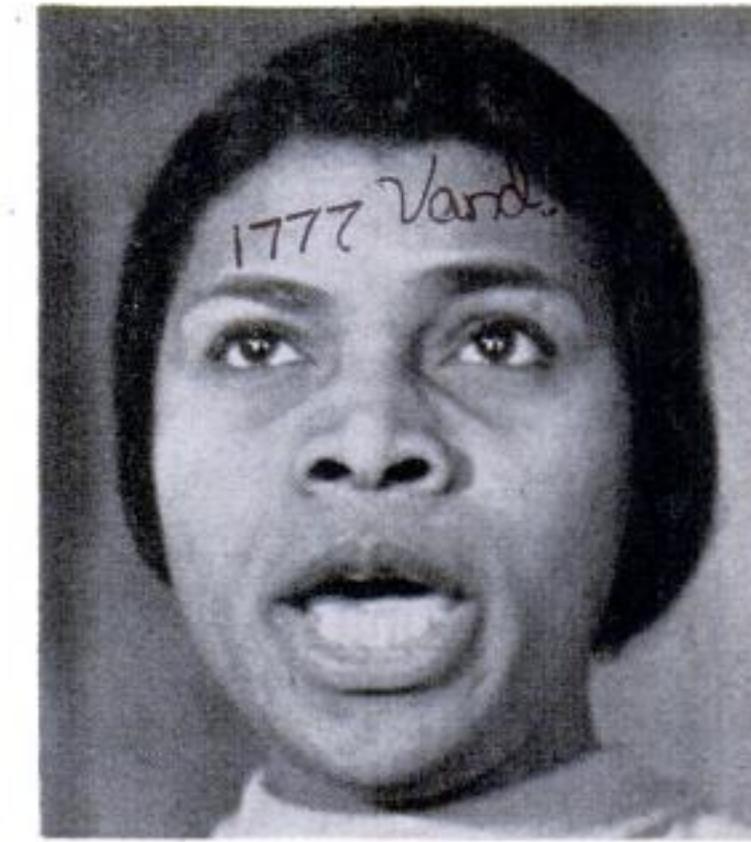
Baritone Paul Robeson, one of the best singers of his or any race, was an All-America football end at Rutgers in 1918.



Writer Claude McKay, poet, novelist (*Home to Harlem*), was born in Jamaica, adopted America. He once worked as Pullman waiter.



Soldier Benjamin O. Davis is a colonel, the highest ranking Negro officer in U. S. army. His son just graduated from West Point.



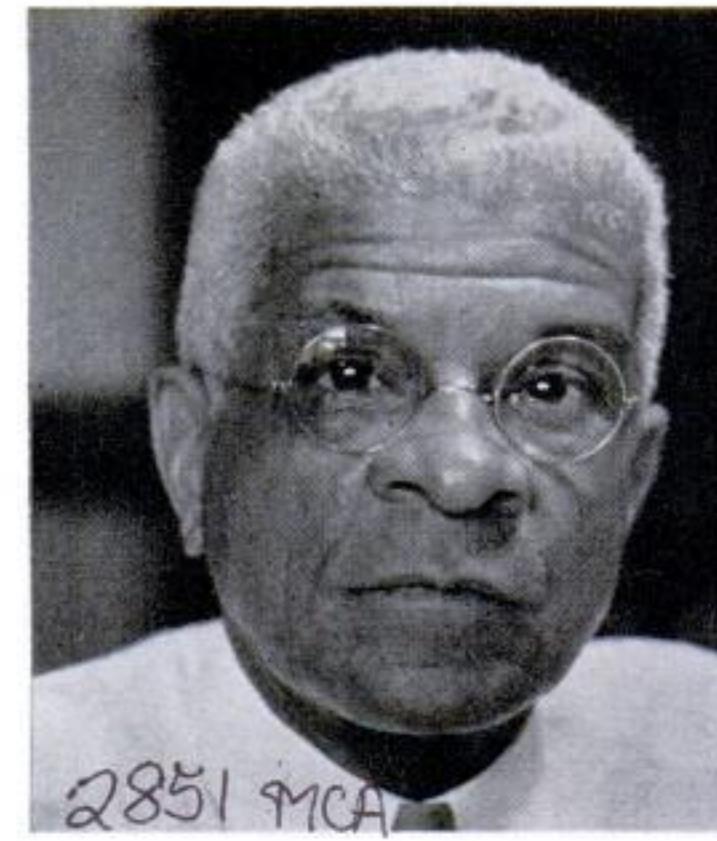
Contralto Marion Anderson, who learned to sing in a Philadelphia colored church, is today the most famous and popular Negro singer.



Educator Robert R. Moton was president of Tuskegee, a post which carries with it more prestige than any other in Negrodom.



Writer Langston Hughes, one of the more radical Negro authors, has written a novel (*Not Without Laughter*), had a play on Broadway.



Tycoon Charles C. Spaulding, one of the most powerful Negro financial figures, is head of North Carolina Mutual Life Insurance Co.



Sociologist W. E. B. DuBois, professor at Atlanta, founded and for many years edited the *Crisis*, most influential Negro magazine.



Scientist George Washington Carver of Tuskegee, born a slave in 1864, devotes himself to finding profitable by-products in peanuts.



Communist James Ford, who once watched a mob lynch his grandfather, was Communist Party's vice-presidential candidate in 1936.



Lawyer Eunice Carter, Smith '21, Fordham Law '32, is one of New York District Attorney Dewey's smartest, most effective assistants.



Musician Edward K. "Duke" Ellington leads the most finished black swing band, has written some of the most polished swing songs.

musicians, soldiers



Social Worker Eugene Kinckle Jones is head of the National Urban League which handles the new problems of Negro as city dweller.



Spokesman Walter White, pale, blond, only 1/64th Negro, heads the potent National Association for Advancement of Colored People.



Olympian Jesse Owens, greatest individual hero of the 1936 Olympics, holds more world track records than any other American athlete.



Composer W. C. Handy, now 73, wrote the most celebrated of blues songs, *St. Louis Blues*, has a square in Memphis named after him.

↑859 Mydans



Black labor in New York City has a very active center, the Harlem Labor Center, with which a hundred unions are affiliated. The Center was founded by Frank Crosswaith (glasses), veteran garment-worker organizer, whose aim is displayed on the wall above: "Black & White

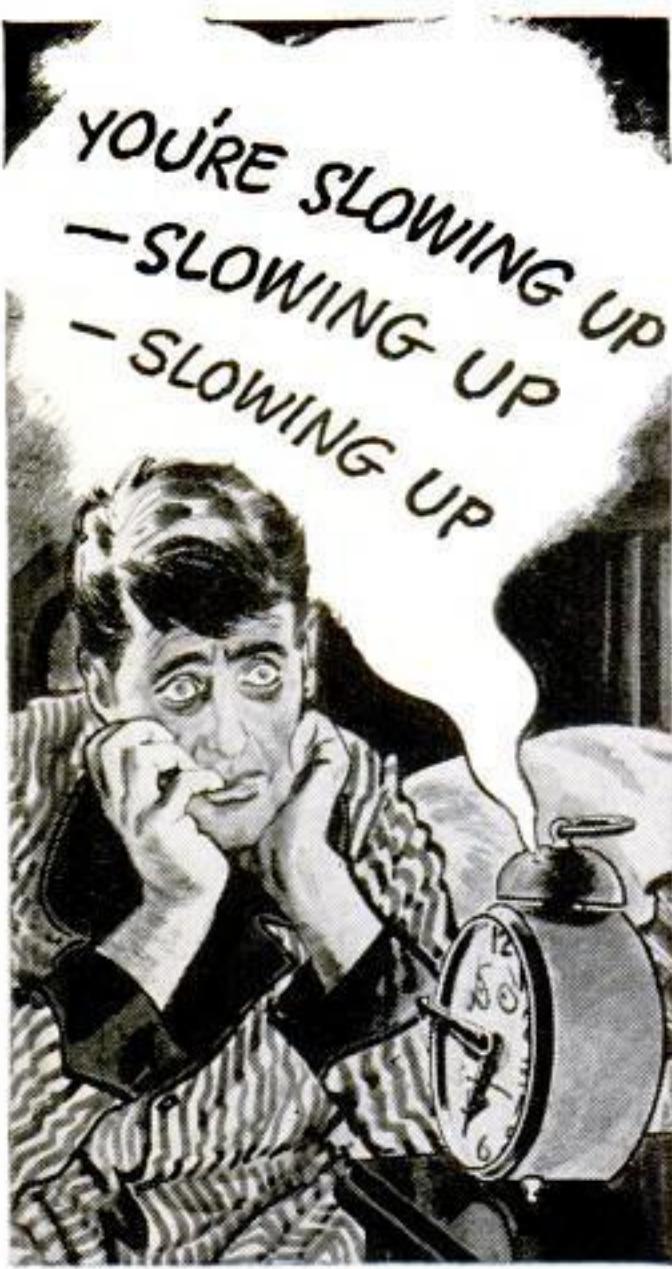
Workers Unite!" Since 1910, there has been a huge and steady migration of Negroes to cities, tripling the black populations of New York, Chicago, Detroit. Today half the U. S. Negroes are urban, their concentration making the task of labor and political leaders much simpler.



Negro newspapers are virtually all weeklies, like Harlem's *Amsterdam News*, whose city room is shown above. The Negro press is afflicted with sensationalism, devotes itself almost entirely to Negro affairs. The *News* in 1936 sent its own reporter to the Berlin Olympic Games.

Black politics even in Harlem was bossed by whites until 1935 when Tammany finally made Herbert Bruce (desk, right background below) the local leader. Snubbed by a tactless Tammany in 1936, Bruce threw his allegiance, as many Negroes have, directly to Farley and Roosevelt.





YOU d-r-a-g in the mornings when you get out of bed. Your step has lost its "spring" . . . your hand its cunning, at work or games. You fumble.

No wonder you get low in spirits, that your shoulders sag—and then your waistline. No wonder "they" begin to watch you—ask if you're the man you used to be.

Life CAN Begin at 40! Yet life can begin at 40! You're smarter—more experienced than you ever were before.

All you need is to get that body of yours tuned up till it begins to hum again—till you feel the power inside you raring to go—till your nerves are something to laugh at. Man, but it's good to feel that way again!

What Science tells You! A sudden decline in health at 40 is often due to vitamin deficiency.

"Oh," but you say, "I've taken vitamins. They didn't seem to help me."

All too often that's the experience of people over 40 . . . because weaker digestion at middle age may prevent you from getting full benefit from vitamins you do consume.

There is a food that can help correct these "after-40" troubles—Fleischmann's fresh Yeast. Eat it regularly, and we promise, not a miracle of rejuvenation, but a steady improvement of that rundown feeling due to lack of certain vitamins and slow digestion.

Especially Helpful after 40 For Fleischmann's Yeast is rich in four vitamins that many people particularly need at middle age. It gives you the resistance vitamin, the vitality vitamin, the vitamin that helps to steady nerves, and the bone vitamin. And in addition this fresh yeast acts like a vitamin "booster" for people with a weak digestion. It provides vitamins in a helpful form and also aids in their assimilation by stimulating slow digestion.

And in this way Fleischmann's Yeast also helps you to get more nourishment from other foods . . . helps to give you better elimination, helps keep your system free of toxic intestinal wastes.

It's Up to You Isn't it worth a real trial? Every grocer has Fleischmann's Yeast. Eat it regularly—one-half hour before meals—plain or dissolved in a little water.

A few years ago my digestion went back on me. I noticed a gradual effect on my work. Then I tried Fleischmann's Yeast. It stimulated my digestion and helped me a lot. Now—at 44—I'm getting new business, and my chances for promotion seem good." ALBERT P. SMITH

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LIFE'S PICTURES



The *March of Time* crew which took the extraordinary Maginot Line pictures on pages 13-17 consisted of Jean Pagès and Marcel Rebière, crack members of *March of Time*'s Paris staff. Slim, dapper, blond Jean Pagès, 46, a cheerful veteran of the last War, was a famous parliamentary journalist who has a wide and useful friendship in French officialdom. M. Rebière (*top*), 43, who did the actual photographing, also fought in the World War, has several decorations and delights in scandalizing officials with his immense profanity.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (*left to right, top to bottom*), and line by line (*lines separated by dashes*), unless otherwise specified.

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BLACK STAR; EUR., EUROPEAN; H. & E., HARRIS
& EWING; INT., INTERNATIONAL; KEY.—KEY;
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WOOD & UNDERWOOD; W. W., WIDE WORLD



THREE DAYS WORK ON WANAMAKER-HARMON LIFE HOUSE, HARBOUR GREEN, L. I.

BUILDERS AND DEPARTMENT STORES

SPREAD LIFE'S BUILDING BOOMLET

First of the LIFE Houses, pictured in Sept. 26 issue, to be constructed is the one designed by Architect H. Roy Kelley. In three days the Harmon National Real Estate Corp. had built to the height shown above. By Oct. 1, the completed house, furnished by John Wanamaker New York, will be open to the public.

This week, from coast to coast, ground was broken for seven more LIFE houses:

CITY	STORE	BUILDER	ARCHITECTS, LOCATIONS
CHICAGO	CARSON PIRIE SCOTT & CO.	WM. JOERN & SONS	WILLS AT EDGEWOOD PARK, LA GRANGE, ILL.
PITTSBURGH	KAUFMANN'S*	BARONE & LIND	KELLEY; KOCH; WILLS AT BALDWIN MANOR
LOS ANGELES	THE MAY CO.	GORDON J. ROGERS	KELLEY—LAND OWNED BY WALTER H. LEIMERT CO.
BALTIMORE	THE MAY CO.	PROPERTY SALES CO.	WILLS AT GREENWOOD
WASHINGTON	LANSBURGH'S	CAFTRITZ CONST. CO.	WILLS AT GREENWICH FOREST

Still other stores and builders are completing plans for construction of LIFE Houses in the following cities:

CITY	STORE	BUILDER
PHILADELPHIA	GIMBEL BROS.	JOHN H. MCCLATCHY AT CHATHAM VILLAGE
BOSTON	JORDAN MARSH	HOMER T. BROWN, INC. AT CHESTNUT HILL
SAN FRANCISCO	THE EMPORIUM	MILLBRAE HIGHLANDS CO.
PATERSON, N. J.	QUACKENBUSH'S	RELIABLE HOME CONST. CO.
RICHMOND, VA.	THALHIMERS	MATT. P. WILL
SAN DIEGO	WHITNEY & CO.	B. M. TORGERSON
WHITE PLAINS, N. Y.	JOHN WANAMAKER NEW YORK	COUNTY HOMES, INC.

*TWO MORE HOUSES ARE PLANNED WITH WRIGHT AND STONE AS ARCHITECTS



Now—as the autumn air grows crisp, and you sense that sluggish summer pulse within you quicken again with eagerness for new adventure—what a time to look up that illustrious old friend, BELMONT of Kentucky! For Belmont is rich as the autumn leaves themselves—a genuine old-formula Bottled-in-Bond Bourbon—full-bodied, plenty strong, but exquisitely fragrant and mellow. A rousing fine Bourbon!

A black and white advertisement for Schenley's Bonded Belmont Kentucky Straight Bourbon Whiskey. The scene features a bottle of the whiskey, three glasses filled with bourbon and ice, and several large, detailed maple leaves. The bottle label is clearly visible, showing "SCHENLEY" and "BOTTLED IN BOND" along with the brand name "BONDED BELMONT" and "KENTUCKY STRAIGHT BOURBON WHISKEY". The text "CLEAR AS A BELL" is at the bottom of the label. The overall composition suggests a fall setting.

SCHENLEY'S *BONDED* *BELMONT*

BOTTLED IN BOND
KENTUCKY STRAIGHT BOURBON WHISKEY

**TRUE
OR FALSE?**

This FREE Book has the Answers!

OVER 1000 FACTS ON SCORES OF SUBJECTS!

Whitman's 144-Page, Vest-Pocket **ANSWER BOOK**
Thousand-Fact Reference and DAILY MEMO-DIARY

FREE with purchase of a bottle of Parker Quink at 15c or 25c —the Amazing New Writing Ink That Ends Pen-Clogging

Now! Accept this remarkable offer! Made solely to induce millions of pen users to try Parker Quink—the new miracle writing ink that makes any pen a self-cleaner. Quink dissolves deposits left in a pen by ordinary inks—makes your pen start instantly—ends clogging. Also, Quink dries ON PAPER 31% quicker than average, yet does NOT dry in a pen. Always rich, brilliant—never watery. Get Quink and Free Answer Book today at any store selling ink. Offer good only in U. S. A.

Two Kinds:
Washable
and
Permanent

Parker Quink
Made by The Parker Pen Co.

Which of These **SCALP** Conditions Is Yours?
Dandruff? Patchy Baldness? Itching?
Excessive Falling Hair,
Oiliness or Dryness?

Here Is The Way To Help It!

Make no mistake about it—one of the most important aids to scalp and hair health is bringing abundant nourishing blood supply to the hair roots!

That's precisely the principle on which Glover's Mange Medicine and systematic massage acts. It WAKES UP your scalp; stimulates the tissues and blood vessels; makes your scalp glow all over. Its tonic-like, refreshing effect is unmistakable.

Persevere with Glover's Mange Medicine and Massage and see the difference it makes in your hair. Aids in checking excessive Falling Hair; promotes new hair growth in Patchy Baldness. Relieves Dandruff, Itching, Dry or Oily Scalp.

IMPORTANT! Shampoo at home with Glover's Medicated Soap. Cleanses thoroughly and effectively removes the clean pine tar odor of the Mange Medicine. Get both at your Druggist's TODAY!

Your Barber knows the value of Glover's Mange Medicine Treatment. Have him give it to you regularly.

FREE booklet on Glover's System for the Scalp and Hair. Write **Glover's, Dept. T, 462 Fourth Ave., New York**

GLOVER'S MANGE MEDICINE

130,000 SUBSCRIBERS and 2,000,000 over-the-shoulder readers turn to FORTUNE each month because FORTUNE's treatment of Business is important—and interesting—reading.

FORTUNE is sold by subscription only at 330 East 22nd St., Chicago. The price is \$10 the year

The Morning After Taking Carter's Little Liver Pills

RISE AND DECLINE OF MUSSOLINI (continued from p. 44)

self-enslaving king, stepped to Premiership from a Milan-Rome sleeping-car, on October 30, 1922.

The murder of the socialist deputy Matteotti in June 1924, most dramatic of governmental crimes, shook to the foundations an unfinished structure of power, confronting the Duce with a final dilemma of collapse or absolute tyranny. After vacillations he chose tyranny, ever coveted and now inevitable. In the years from 1925 to 1927, Oriental despotism was transplanted in the West—a deed of magnitude.

The frame of the Fascist state—a military-oratorical autocracy enriched this time with the presence of a nominal king—was mainly patterned on the short-lived seigneurie of D'Annunzio in the city of Fiume soon after the Armistice. Also from D'Annunzio or Dannunzians were borrowed castor oil, as a quick means for cleansing irresponsive minds, and the phraseology of the Corporate State, a double-dungeoned enclosure for both employers and employees. There were blood-purges, too, most spectacular in Turin and Florence, and concentration camps called "islands of confinement," and speedy, secret trials, and prompt death.

Caught almost unawares under a tightening screw, Italy could not be rescued by heroes and martyrs—though far more numerous in Italy than later in Germany. The Italian nation lost all motion and breath of life, except for muttered, impotent satire. But the fame of Mussolini's Fascism flourished abroad, its misdeeds swathed in half-silence, its whatsoever deeds extolled by Red-scared "haves," nose-led tourists, pitiless literati, power-balancing Britons; by Jews afraid of worse; by Catholics worrying over the Pope—a hostage in unpredictable hands; by strict liberals unwilling to contest the Italians' liberty of choosing bondage; and above all by the nice people loath to concede that anything evil might start from such a fascinating country under so remarkable a ruler.

The goal of his youth had been world-subversion. The goal of his maturity became world-control under the insignia of a Roman Emperor. Whatever the limits of his mind and character, the flight of his imagination always soared sublime. He started early, with the seizure of the Greek island of Corfu in 1923, but Europe, still alive, stopped him short. Preparation thereupon grew relentless. Italy, rightly or wrongly but universally gauged second-rate in military efficiency, was welded by him into one implement of war, and a doctrine of war and death as finest flowers of civilization was drilled into the collectivized mind of the new generation.

The Fascist word, meanwhile, spread over Europe, multiplied by propaganda and bribes aiming at the disruption of the liberal states and at the breeding of future allies for the imperial onslaught. Of all places, however, the black contagion proved most successful in the least desirable—Germany. Fascism was dutifully copied by the Nazi apprentice; but Germany was bigger and better, bigger and worse. To match the German cub's growth to lion-size, mystic faith in Italy's power and Roman Machiavellian virtue were hurriedly drummed up. Ethiopia, a vast land of dubious resources, and world-press headlines were both conquered at amazing speed. Geneva, the last stronghold of international law, was practically razed to the ground. England, blindfolded, assisted in the wreckage. He trod on Spain, a province of the ancient Roman Empire. The rout of Guadalajara in March 1937 apparently marked the turning point in his career.

HE ALSO GAVE UP THE JEWISH RACE

A taller Goliath, Hitler, supported by a mightier nation and by his own adamantine loyalty to his own monstrous creed, had stridden to Siegfried's Rhine during the crumbling of the League of Nations, Mussolini-blasted. Two years later the German stalked on Vienna, while tossing to the southern vassal the tough bone of Spain. The Duce gave up Austria, a long tabooed ditch between German leap and Latin skin. And in the ensuing season, to drink "brotherhood" with the frightening neighbor, scourge of the Jews, he also gave up the Jewish race, to which he owed—not indeed his wife although Rachel by name—but Angelica Balabanoff, the candid revolutionary inspirer of his youth now in the U. S., and Margherita Sarfatti (i.e. Sephardim), the reactionary Nympha Egeria of his maturity, still in Italy. Anti-Semitism, surreptitious in Italy for long years and censored in the news by Jews and Fascists alike, now had full sway over-topping Hitler's. He wanted thus to show how unflinchingly hand-in-hand the Rome-Berlin brotherhood should proceed toward all goals.

Between consternation and inspiration the Duce still visioned a world

war as a chance for dividing the world, too large perhaps for one unsharing will, into the twin empires of Fascism and Nazism. He repeatedly urged Hitler to start the fire—a tail wagging the dog. Hitler, however, as long as possible, was after victories rather than battles. He nodded thanks to the sub-Aryan ally proffering help to crash Czechoslovakia, Nazism's gateway to the flat East and continental hegemony.

Thus, deprived by Lenin of primacy in world-subversion, he also was despoiled by Hitler of real free power in world empire. The sin of naked will to power was meeting its reward. Nobody in the fading summer of 1938 was less free than he on a chain-laden earth, for nobody with passions so huge was caught in so narrow a checkmate: between virtual submission to the German upstart or hasty conversions to Left and West. Such conversions, however, would have been as certainly mortifying as they probably would have been untrue. In either case he was a pawn, stopped at the second row. World cataclysm was the only escape, with its incalculable chances.

Yet, his greatness will be remembered by posterity—not in highroads or swamp-drainings or such other achievements, undifferential features of civilizations and savageries in the machine age—but in the sheer glory of the pathfinder. He it was who, actually and doctrinally, in deed and word, first scouted a new way for history, from Plato's Beautiful-Good or Israel's prophecy or Christ's charity back to the crude natural fact of violence, plunder and death. He it was who, recasting international Bolshevism into the matrix of tribal totemism and extinguishing whatever rays of credible Utopia still gleamed through the totalitarian pall of the Marxian Tzars, invented Fascism—"the first unqualified substitution of the idea of power for the idea of justice in the record of man"—and pointed to an alternate course in evolution, from the ancestral hope of intellectual and individual endeavor to mass instinct in hive or ant-hill.

A DAY-DREAM TURNS TO A NIGHTMARE

The Italians, at the close of the 16th year of the Fascist Era, all freedom gone, each of them much smaller in an Italy only make-believe taller, saw even the independence of their national state at the mercy of their tyrant's whim or of the German's grip on the Alpine passes. The loveliness of their past tainted by their own cruelties in Africa and Spain, the glow of Roman day-dream turning to nightmare, they all ate, in endemic bankruptcy, the gray bread which their master had hated in his boyhood. Garbed in shirts as black as mourning, they paraded, mumbling hushed bewilderment.

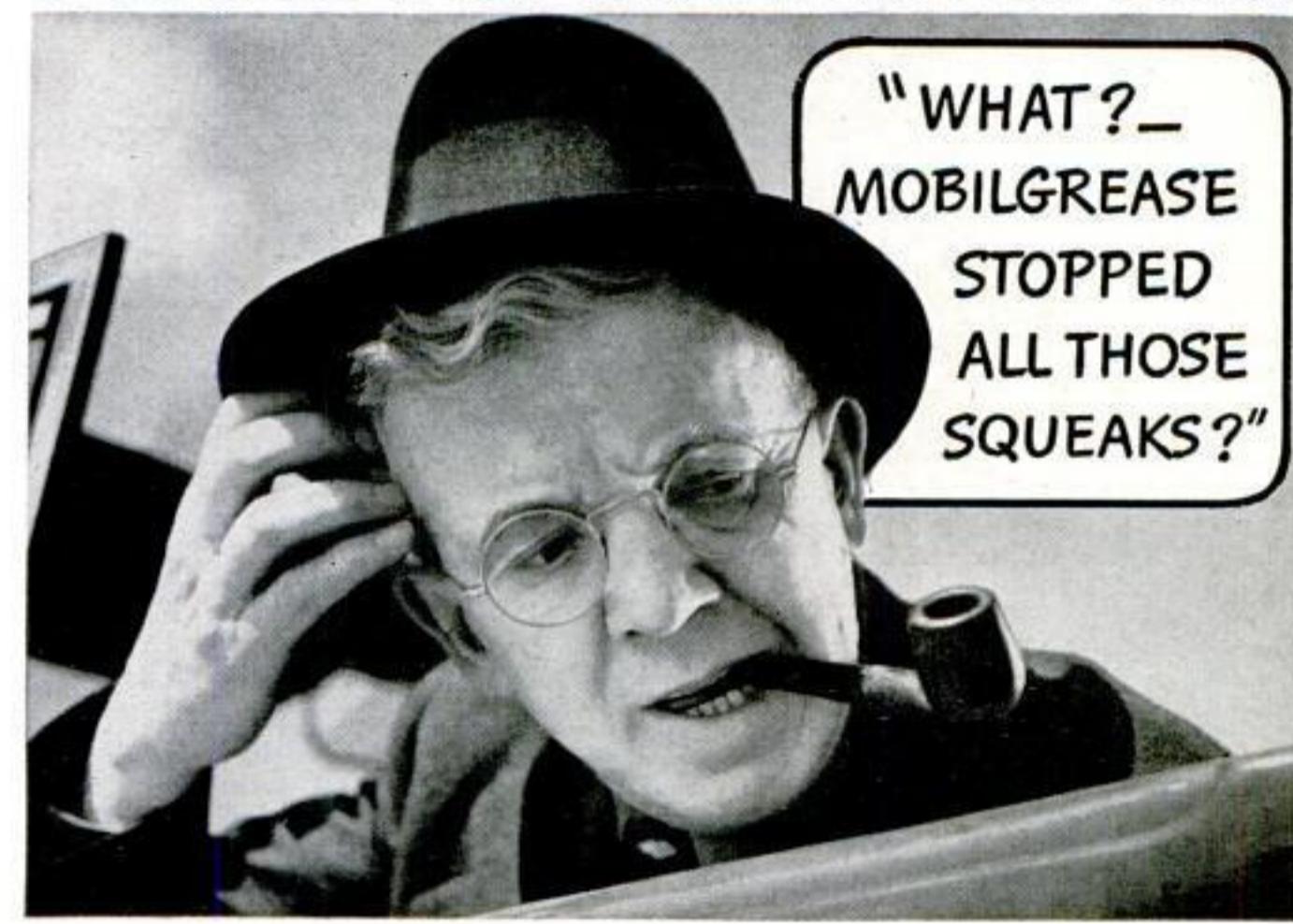
His voice still rang and hammered magnificently metallic, though easily outshouted by the howling pitches of the Mastersinger of Nürnberg. With gesticulations and facial twists as unsparing as his anathemas and tally-hos were breath-taking, this quality of voice, on a background of rifles, mounted to irresistible rhetorics. The years, however, had fattened, albeit not satiated, the short but thin stature of his expectant self. Diseases and anxiety neuroses had been bravely checked, but an occasional camera-smile would ache on a physiognomy more inamusuable than Napoleon's.

Even his shelter at home was saddened with a nepotism of gross Napoleonic style, centering on his daughter Edda and Galeazzo Ciano, son-in-law, Minister of Foreign Affairs, and heir apparent to dictatorship or purple. Nonetheless, the family group, rather numerous and corpulent in its three generations and several branches, shadowed what Mussolini might have been as a school principal and redoubtable grandfather, had not the double deluge of his century shot him to the scum's top. The brother Arnaldo, whom he frowningly liked, had died in 1931. Of friendship around him no scent. Associates as secretaries of state or Fascist hierarchs, even if annuated and paunchy, he would torture in bellicose Neronian divertissements, e.g. leaping over crossed bayonets or sprinting into a circle of fire.

Yet, popular compulsory acclaim with *Eia! Eia!* and *Doo-chay! Doo-chay!* and stretched arms, still was available in plenty. On July 22, 1938, he deigned to attend the opera in the imperial Thermae of Caracalla. "Before seeing Him, the crowd felt His presence, and from the depth of its anonymous and immeasurable bosom, surged an oceanic clamor," reported a dervish of the *Giornale d'Italia* whose account the anglicizer is both condensing and softpedaling. "And, lo, uppermost on the furthest tier, a form appeared, unique. HIM the whiteness, near-marmorean, of His garment relieved against the sky. . . ."

Needless to say, it was a Wagnerian soirée in Rome. Cardboard, between limelight and dark, was the plumage of Lohengrin's swan; a Palm Beach suit the Emperor's marble.

FOUND: SILENCE FOR MILLIONS OF CARS



MOBILGREASE ENDS THEIR BODY SQUEAKS

MOBILGREASE gives new resistance to water—pressure—heat! Stays on the job every minute... stopping squeaks, wear...making cars ride easier!

That's why Mobilgrease has won *2½ million new users* in the past year. *And that's why it's best for your car!* Ask your Mobiloil dealer about Mobilgrease.



Mobil SOCONY-VACUUM Lubrication
COSTS NO MORE THAN AN ORDINARY GREASE JOB



FIREWORKS FROM THE CASINO TERRACE

Life Goes to a Party

on the French Riviera with the Duke and Duchess of Windsor

The richest and fastest social set in the world is that group of British peers, Argentine polo players, American movie stars, French bankers, Indian princes and Greek gamblers who summer on the French Riviera and winter at St. Moritz or Palm Beach. They set the world's fashions not only in clothes and jewelry but in games. This summer the Riviera set was crazy about spearing fish underwater, wearing goggles and using a short spear. This winter smart Floridians will brave the barracuda that don't exist in the Mediterranean to try it themselves.

The Riviera set is also punctilious in its attendance at charity functions. Since 1935 the greatest of these has been the *Bal des Petits Lits Blancs* (the Ball of the Little White Beds) which was organized in Paris in 1921 by Léon Bailby, ex-editor of *L'Intransigeant*, for the benefit of French tubercular children.

On Aug. 25 on the broad terrace of Cannes's Palm Beach Casino, some 1,700 members of the Riviera sat down to champagne, caviar and further victuals while about 2,000 other folk gazed from beyond the terrace. The entertainment included an enormous fireworks display, a fashion show, a vaudeville performance, Chopin waltzes performed by the Paris Opera ballet, and the Lambeth Walk, performed by the audience.

The only drawback was that the gala evening was so cold that almost all the women kept their wraps on and one of the older men used spare napkins in an effort to keep himself warm. Besides the Duke and Duchess of Windsor, other guests included venerable Elsie de Wolfe (Lady Mendl), Marlene Dietrich, the Maharaja of Kapurthala, Grace Moore, Baron Robert de Rothschild and Mme Elsa Schiaparelli.



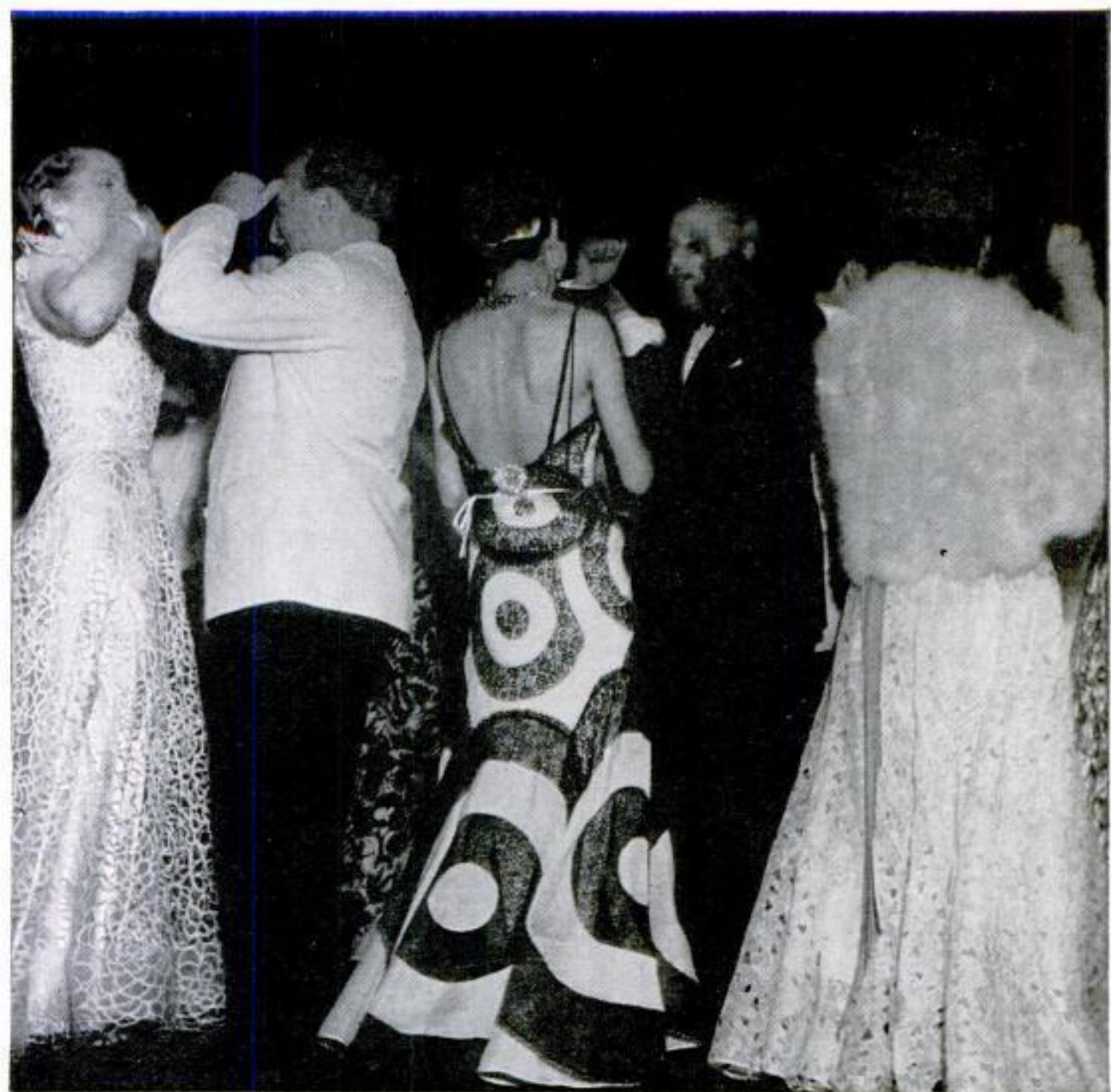
The Duke of Windsor, with his face full of caviar, is too busy spreading more of the same on toast to talk to Lady Mendl, the former Elsie de Wolfe, actress and interior dec-

orator, on his left. Lady Mendl is not only an old friend of the Duke's, but was also an old friend of his grandfather's. She publicly credits her amazing vitality to the fact

that she stands on her head for three minutes every morning. At extreme right may be seen the ruby-and-diamond earrings and necklace of Wallis, Duchess of Windsor.



IN THE CHILL NIGHT GUESTS LISTEN TO THE MASTER OF CEREMONIES



A THOUSAND SOCIALITES CRIED "OII!" AS THEY DID THE LAMBETH WALK



Mme Herve Alphand, the pale wife of the Director of Commercial Treaties of the French Ministry of Commerce. At parties she plays the guitar. Her husband does imitations of Maurice Chevalier.



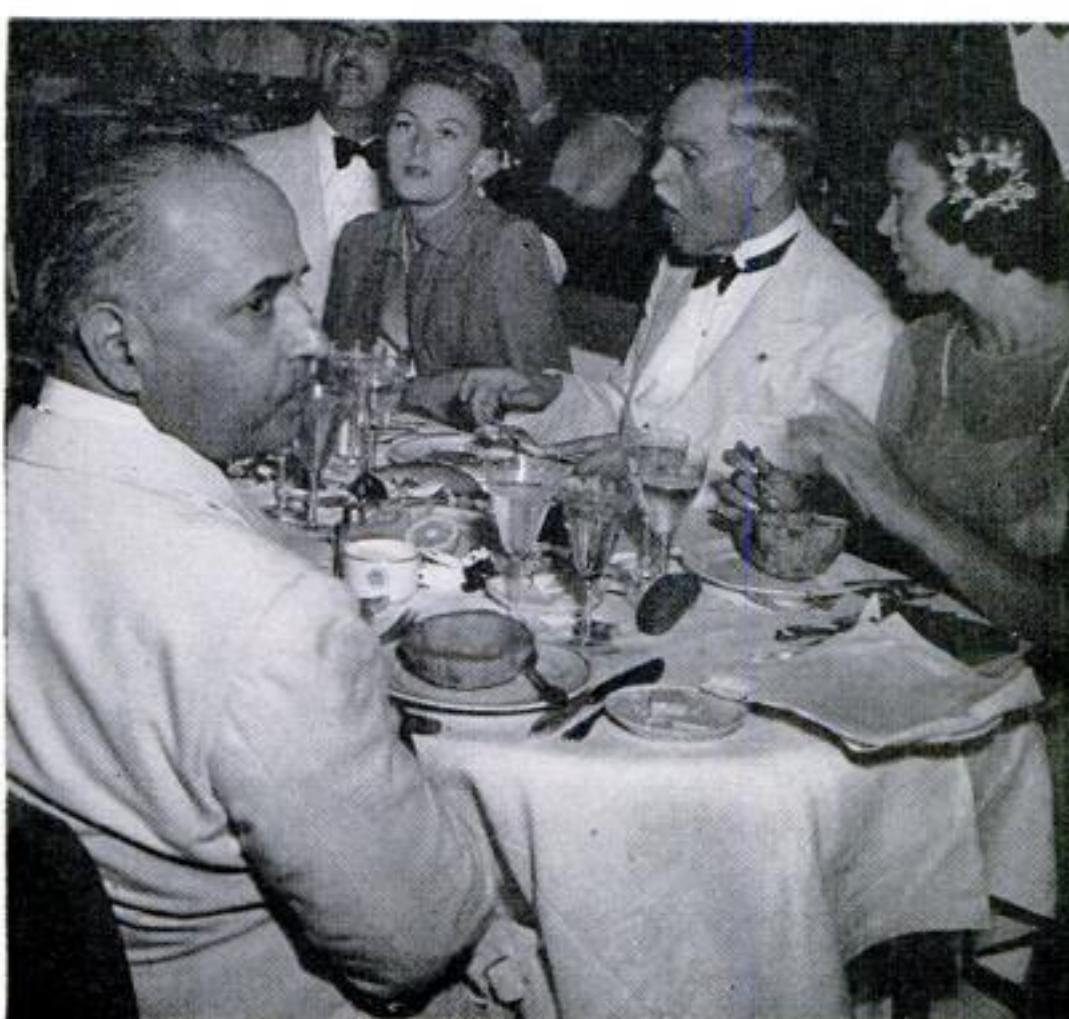
The Nawab of Palanpur's terrific mustache is real as are the diamond buttons on his dinner jacket. His full name is Zubdatul-mulk Dewan Mahakan Taley Muhammed Khan Bahadur.



Baron Robert de Rothschild, facing the camera, head of the French branch of the great banking firm, regards the entertainment with qualified enthusiasm.



Marlene Dietrich, on vacation from Hollywood, swishes bubbles out of her champagne glass with a swizzle stick. In the flowered print dress with back to camera is Grace Moore, movie soprano.



The Maharaja of Kapurthala, seated between Riviera beauties, is entitled to a 15-gun salute from the army, and a bow from the waist from French headwaiters whom he has much favored.



Elsa Schiaparelli attended the party for business as well as social reasons. To help the show she brought her mannequins and new fall collection from Paris.

CONTINUED ON NEXT PAGE

Character in Shoes

The Piccadilly Brogue
Brutally British—with an appeal that knows no price limit. The expertly treated O-So-Ez-E innersoles and uppers of mellow brown Norwegian Calf built over a roomy last—combine to render the utmost in walking comfort.

THE Taylor-Made SHOE

Built by E. E. TAYLOR CORP., Boston, Mass.
STANWELL styles \$5. O-So-Ez-E styles \$6.75 up.

PORTIS HATS LOOK BETTER IN ALL KINDS OF WEATHER!

EXCLUSIVE LONG-WEAR FEATURES
"Swansback" Water-repellent Finish.
"Protek" Perspiration-proof Interlining.

The Hunter sets a new style record on every point . . . The rich autumn tones of its soft felt . . . The Tyrolean swing of the reinforced brim . . . The distinctive band and \$3.85 colorful feather . . . See your hatter.

Other Portis Hats, \$3.85, \$5 and \$7

Hand Fashioned HATS by PORTIS

PORTIS BROS. HAT CO. • MANUFACTURERS • CHICAGO

Life on the Riviera (continued)



Bloomers for Lady Moon (above) and a diaper for man at left are correct.



Pale-blue satin, hand-tied, cover parts of Edith Lambart at Antibes.

Beach fashions that will be worn at Palm Beach and Nassau this winter, and Long Island and Cape Cod next summer almost invariably appear first on the sandy *plages* of the rugged French Riviera and the Basque coast. From the season just ending the styles shown on these pages caught the eye. The chief note seems to be that beach hats will be even larger and floppier, and the interval between parts of bathing suits considerably wider.



Under enormous beach hat in the striped shirt is Mrs. Hugh Leveson Gower, one of London's smart hostesses. Miss Eugenie O'Malley-Keyes wears a Tyrolean belt.



Mme Serge Ovisewsky found this two-piece printed linen sun suit smart to wear on the rugged boulders of Eden Roc, a swimming spot 20 miles from Monte Carlo.

Dust-Rag Drudgery Ends as PREMIER VAC-KIT Lightens, Speeds up Housework!



Women everywhere acclaim the new Premier Vac-Kit for the thorough, efficient cleaning it gives draperies, upholstered furniture and automobile interiors—they appreciate the fast, easy, effortless way it works!



It gets stubborn dust and dirt from corners, dusts bare floors, linoleum, baseboards, stairs and under furniture—powerful suction sweeping everything completely clean. It even empties ash trays!



The tiresome daily grind of dusting and tidying up is ended by the Premier Vac-Kit. It gets into difficult places, dusts lamp shades, shelves and drawers.



Never before such cleaner value!
Made by the makers of the famous Premier Vacuum Cleaner,
the New Vac-Kit is approved by
Good Housekeeping Institute!

Now your days of dust-rag drudgery are over! The new Premier Vac-Kit will make your housecleaning so swift, simple and amazingly efficient, you'll want to get it right away. Look at its splendid features! Imagine the extra hours of free time it will give you! And remember—it's the ideal "partner" for your Premier "Vibra-Sweep Double-Brush" Vacuum Cleaner.

Only \$29⁵⁰ Complete
Easy Terms

Ball Bearing Motor—powerful suction for thorough dusting.
Efficient—7 simple attachments do every dusting job.
Light Weight—less than 7 lbs., easy to handle.
Compact—stores away easily in drawer or closet corner.

FREE to purchasers of Premier Vac-Kit! This attachment which sprays thin liquids, insecticides. Limited time offer—see your Premier dealer now.

PREMIER VAC-KIT

Indispensable "Partner" for your Floor Cleaner

Manufactured by PREMIER DIVISION, ELECTRIC VACUUM CLEANER CO., INC., CLEVELAND, OHIO

Premier Division, Electric Vacuum Cleaner Co., Inc., 1734 Ivanhoe Road, Cleveland, Ohio
Send me free booklet about the Premier Vac-Kit without any obligation on my part.

Name _____
Street _____ City _____ State _____

Excitement in Two Million American Homes!

Every week, in some 2 million American homes, people are excitedly perusing the most eagerly read magazine in the world—LIFE!

They pay ten million dollars a year for this rendezvous with LIFE—the largest amount of money ever paid out for a magazine in the whole long history of publishing. Ten million dollars is an impressive amount of money just by itself. But even *more* impressive is the *quality* of these ten million paid for LIFE:

As every business man knows, magazines are sold just as vigorously and ingeniously as other products. This is accepted publishing practice and produces good circulation. In fact, it had always been considered impossible to keep up mass-circulation figures without intensive sales efforts—until along came LIFE. And in less than two years, LIFE has more than two million buyers, all of whom *voluntarily* lay out their money because they want the new kind of pictorial journalism that LIFE alone offers.

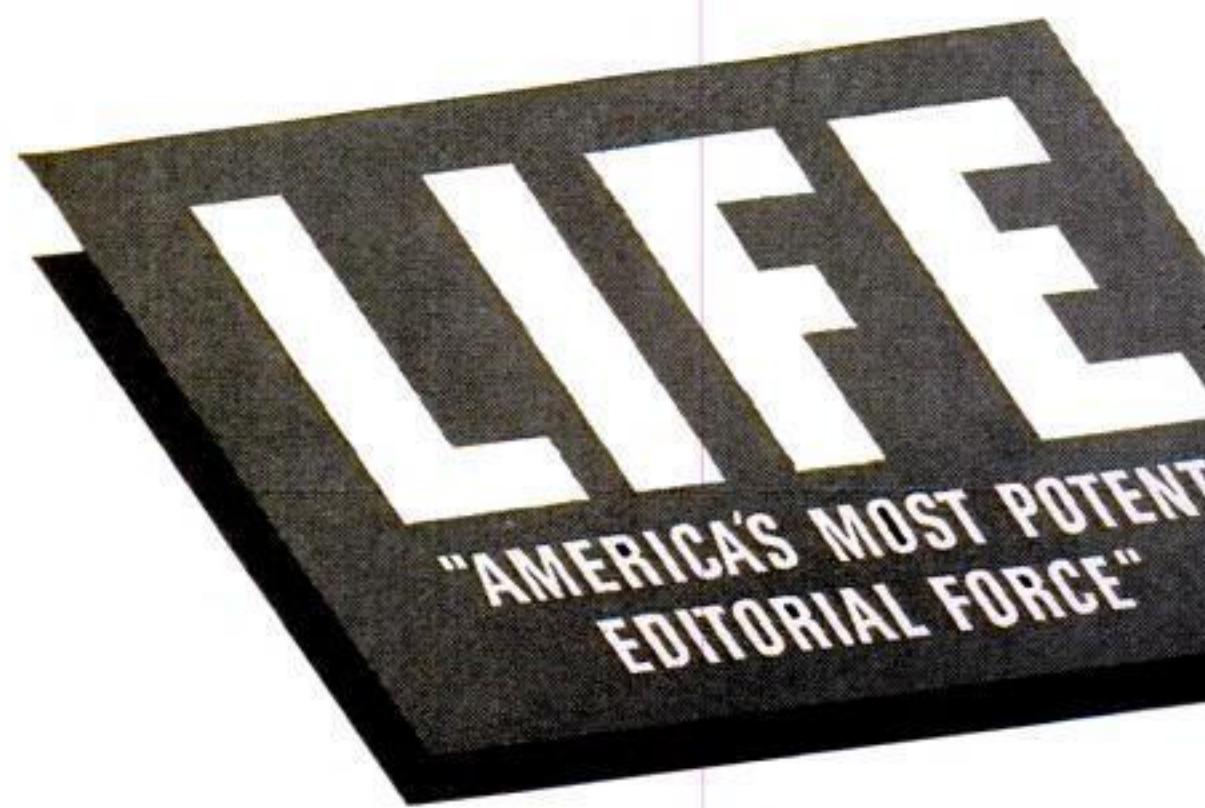
Of these 2,000,000, 1,300,000 step up to the newsstands each week and pay out their dimes for LIFE. No other weekly magazine sells so many newsstand copies or gets so much money from its readers.

But perhaps more revealing of the regard in which LIFE is held is the fact that 700,000 of its 2,000,000 buyers *subscribe* to LIFE. These subscriptions came, not through salesmen, not from premium offers, but because 700,000 people wanted to make *certain* that they wouldn't miss a single issue!

This must mean that LIFE performs a definite service for these people—that LIFE is the most *wanted* magazine—that LIFE's new idea of *pictorial journalism* satisfies a peculiarly *modern* hunger and longing for an accurate account of what's going on in the world today! They feel they can't afford to miss LIFE. They look to it as something on which to base their opinions—as a source of knowledge that's important and *right*.

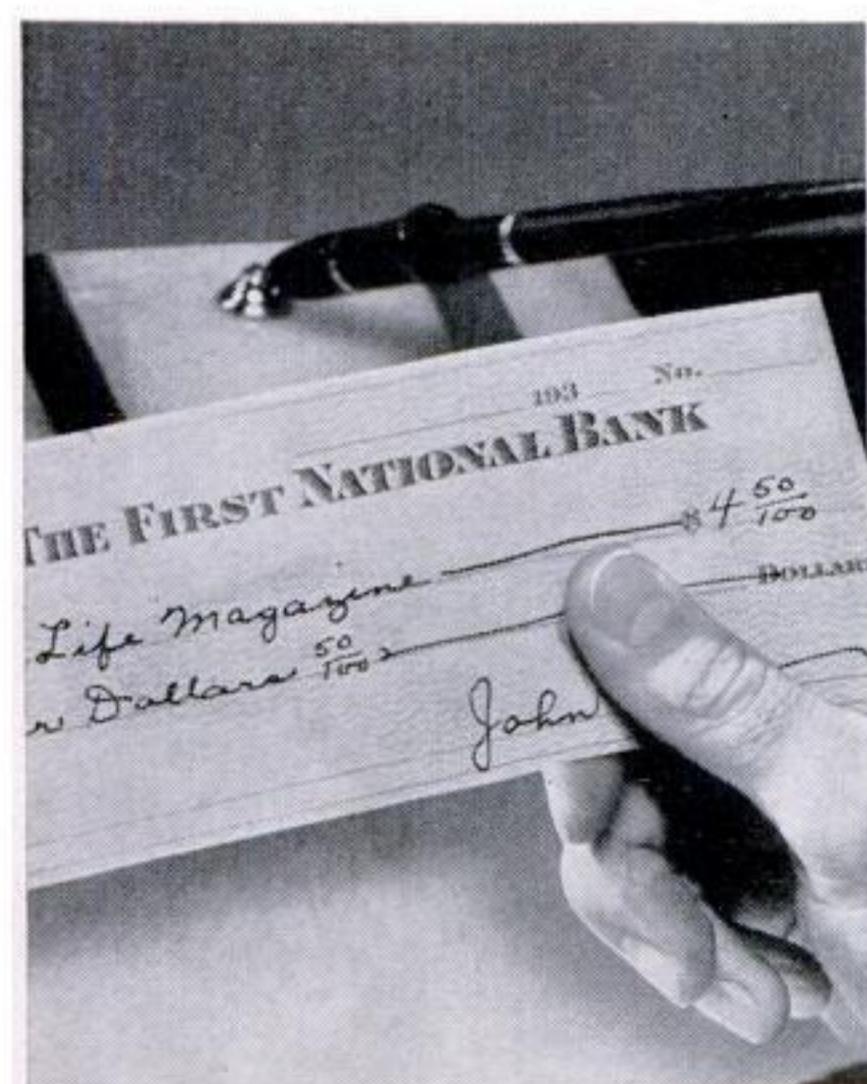
Every advertising man knows from his own experience that when LIFE comes into a home it is eagerly read by the entire family. It is read from cover to cover, because each new page promises some new and exciting information. It is the 42nd Street and Fifth Avenue of the media world—the spot where the traffic is heaviest.

There is nothing quite like LIFE in the publishing or advertising business today. There has *never* been anything quite like it. It is revising media evaluations of long standing. It is changing advertising lists. It has become, in the unbelievably short time of two years, the most potent *editorial* force in America. And astute advertisers are finding it *the most potent advertising force* as well.



Each week, 1,300,000 of LIFE's more than 2,000,000 buyers reach for it at the newsstands. Ask your own newsdealer—he'll tell you there's never been anything like the demand for LIFE, in his experience.

LIFE is not sold by boys, subscription crews, or with any extraneous inducements. LIFE circulation is virtually 100% voluntary.



More than 700,000 people have paid one of the highest subscription prices ever asked for a mass-circulation magazine to make *certain* that they get every issue of LIFE.



LIFE is no passing fancy with its readers. Many of them cherish each copy, keep a complete file, use LIFE as a valued and trusted reference source.



LIFE is advertising's "busiest corner"—its every page is a traffic center, looked at by many millions of eyes.

8 out of 8



COLOR or black and white—it's a thrill to get all your negatives *correctly exposed* so that prints or transparencies come back clear and sparkling. And it's not difficult.

The General Electric exposure meter will give you the correct camera setting for all your pictures—for any type of film or camera. There's no reason, now, to waste film or lose the record of your favorite scenes. The G-E meter will get each picture for you—quickly, easily. See your photo dealer. He will be glad to show you the G-E meter and explain why its sensitivity, directional effect, and accuracy enable you to take better pictures. General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

430-115

PUGS
The Smartest Things
on Two Feet
A new style smash hit... for
campus and sports wear.
What comfort! Your dealer
will demonstrate the cradle
construction. Write Dept. L
for his name.

COLT-CROMWELL CO., Inc.
Stoughton, Mass.

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840 So. Los Angeles St.,
Los Angeles, Cal.

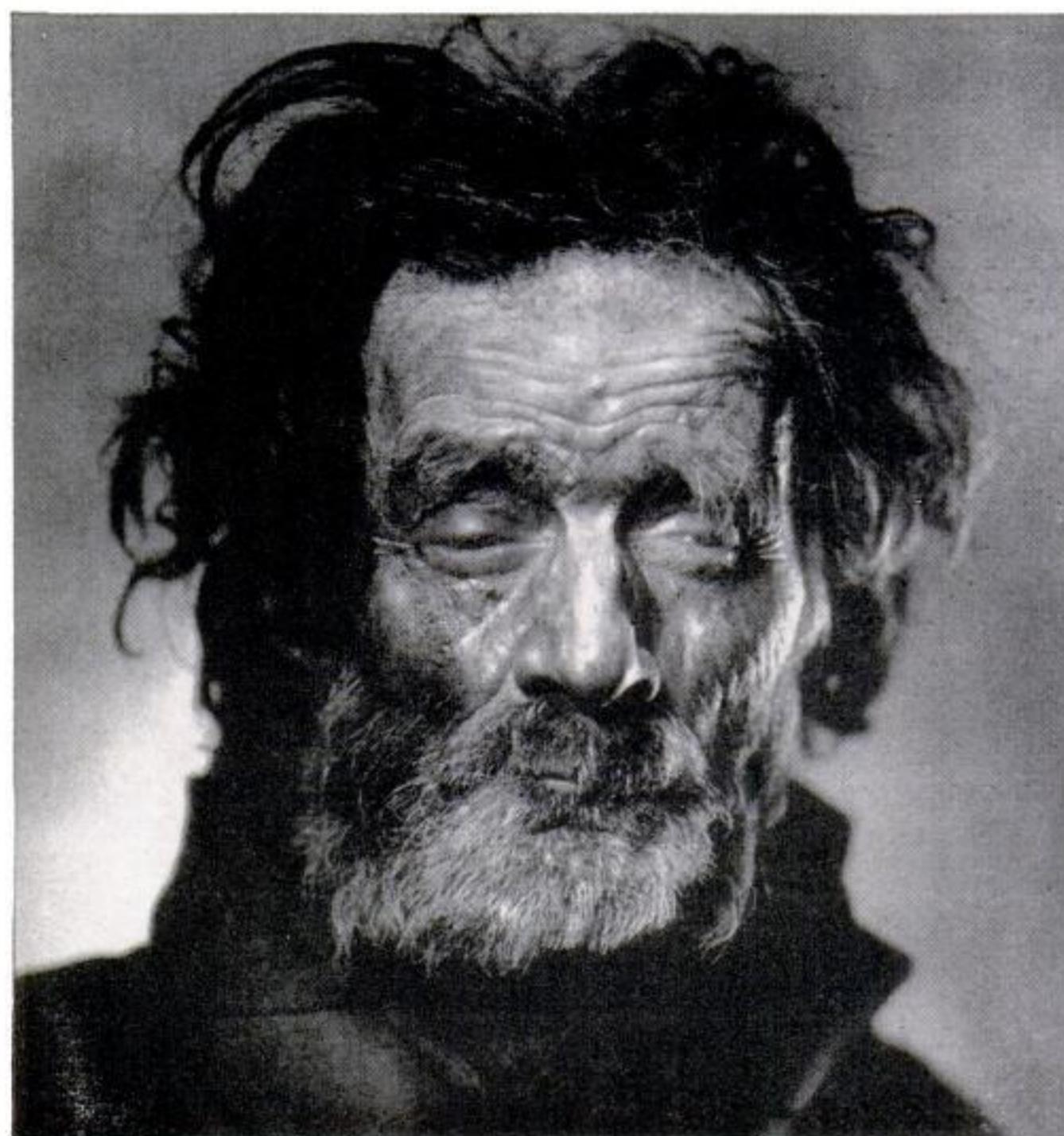
\$5
#7829 Men's
\$4
#7845 Women's

HAND SEWED

\$4
#7834 Men's
Pig Grain.
#7844 Women's
All Brown.

COLT
CROMWELL
QUALITY

PICTURES TO THE EDITORS



RABBIT'S FOOT

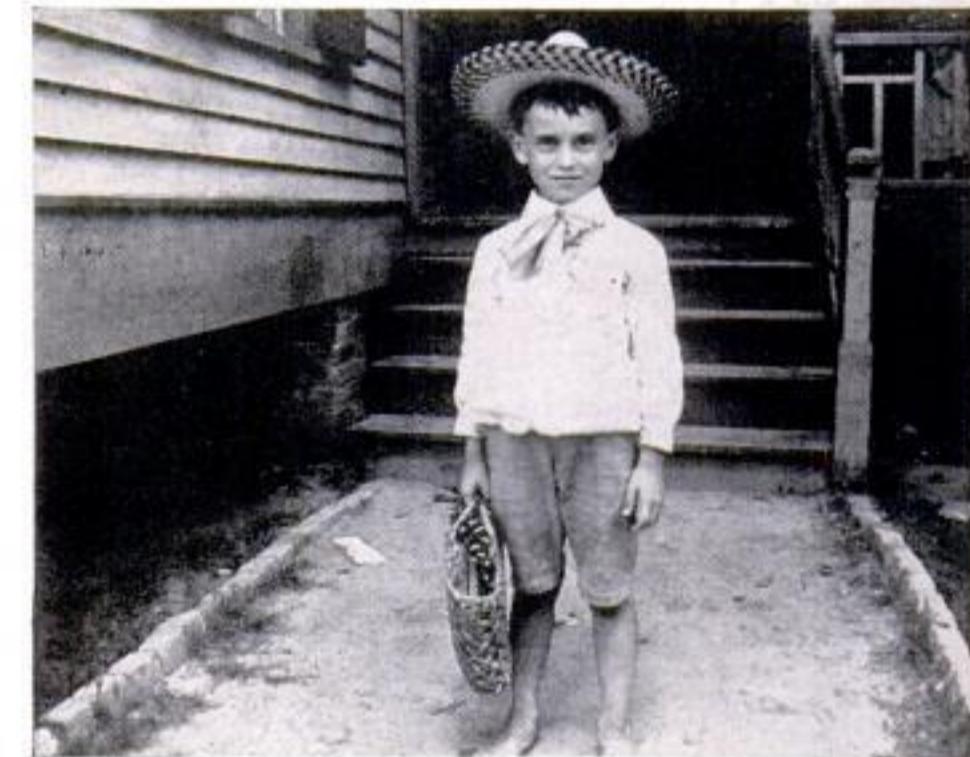
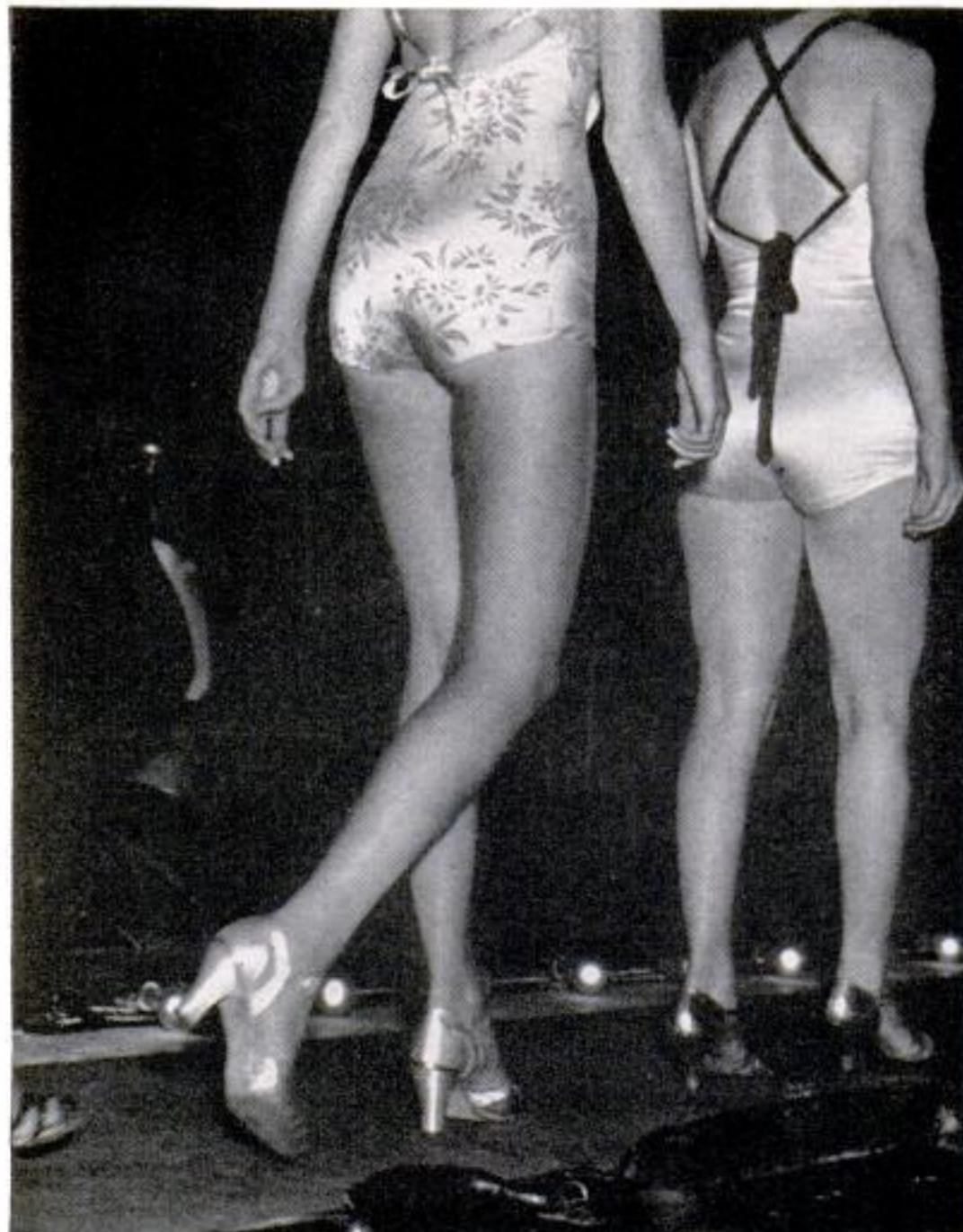
Sirs:

Here is a picture I took at the Miss America Pageant in Atlantic City. As the 15 finalists paraded down the runway I noticed that Miss Atlanta clutched a rabbit's foot in her left hand.

MILTON JAY STANDER

Philadelphia, Pa.

● Despite the rabbit's foot, Miss Atlanta lost. Miss Ohio won (LIFE, Sept. 26).—ED.



JOHN L. CONLON, 1938

TWINS, NOT TWINS

Sirs:

I submit herewith two snapshots. These boys were both 6 years of age and the occasion was their first day at school. They bear the same surname, they are dressed alike, and they look like twins.

However, a little matter of 34 years separates these pictures as the relationship between the boys is not that of twin brothers but father and son! I am the first one (*directly below*).

FRANCIS M. CONLON

San Antonio, Tex.



FRANCIS M. CONLON, 1904

RAGPICKER

Sirs:

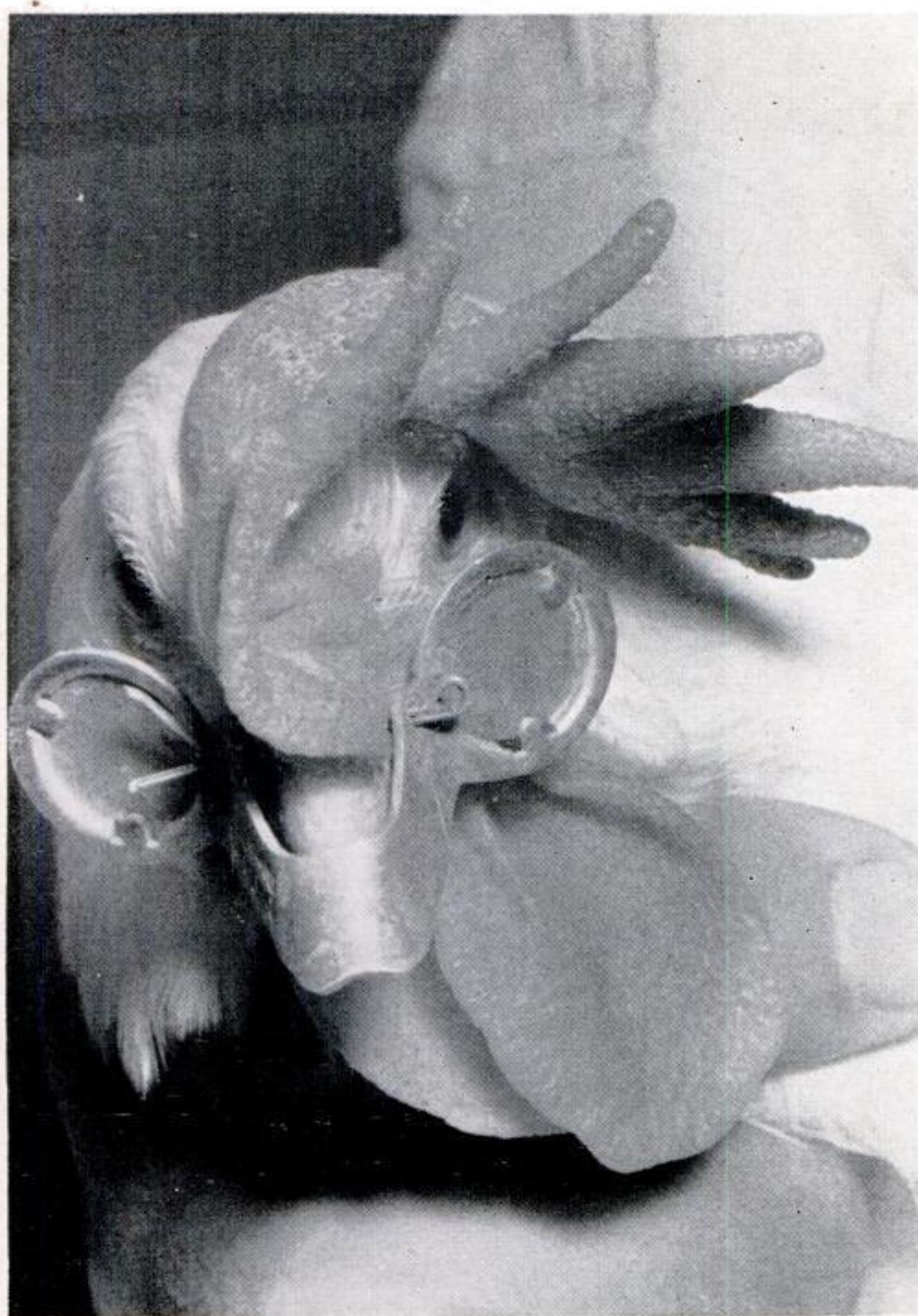
I have just received the announcement that this portrait won the first prize at the Indiana State Fair's Pictorial Photography Exhibition, Indianapolis. The picture, which I have given the title of Ragpicker, is the photograph of an old man whom I picked up on the street and paid four bits for posing. When I first encountered this gentleman, the little dogs were barking at him.

A lady psychologist once told me that each human being has a weak and strong side to his face. The right side, she said, was strong and the left side weak. Since that time I have been interested in covering up half the faces of such characters as Poe, Isadora Duncan, Napoleon, Shelley, Katherine the Great and Ivan the Terrible. I have found the psychologist's statement to be correct. In the case of people who possess dual personalities, the right side of the face is divine, the left side diabolical. Try covering half of your own face, then change to the other side and note the vast difference.

Try it on this old man.

ROY HIRSHBURG

Richmond, Ind.



ROSE-COLORED GLASSES

Sirs:

This rooster (above) is wearing a pair of rose-colored glasses. So is the whole flock (below) at the Essex County Penitentiary's poultry farm in Caldwell, N. J.

It seems that the sight of blood was infuriating to these white Leghorns. Whenever one chicken sustained a slight scratch the others would attack it and pretty soon the whole henhouse would be a battlefield. The penitentiary lost 10% of its flock every year in this way.

Warden Floyd Hamma, reasoning that if the chickens became accustomed to red they would not be enraged by blood, devised the glasses. They are made of isinglass, with leather frames, and are wired to the beak. The Warden says that since the chickens have been seeing each other through rose-colored glasses there hasn't been a single killing.

ANDREW G. DENAIRE
Staff Photographer
Newark Public Ledger
Newark, N. J.



IT CAN'T HAPPEN



HERE



TOASTMASTER *Toaster*
REG. U.S. PAT. OFF.
AUTOMATIC POP-UP TYPE

TOASTMASTER PRODUCTS: 2-slice automatic pop-up type toaster, \$16.00; 1-slice, \$10.50; Hospitality Sets, \$19.95, \$23.95; folding stand, \$5.95; Toast 'n Jam Set, \$17.95; Junior non-automatic type toaster, \$7.50; automatic waffle-baker, \$12.50



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"He won't go to sleep without his Arrow Tie"

• Rare, indeed, is the outfit that an Arrow Tie won't improve! For Arrow patterns are the handiwork of America's foremost authority on male styles. And Arrows are the ties whose bias-cut gives you a better knot. Go to your **\$1.00 others at \$1.50** Arrow dealer's, tomorrow, and get some. Only

ARROW TIES

As Outstanding as Arrow Shirts

WORLD'S fastest SHOE

Just tie the bow, that's all! With this new Lazy Lacer, Nettleton creates another shoe sensation. All the original Loafer features are retained — slipper softness — patented flexible hand-sewn Algonquin forepart, etc. But, for fall, Loafers are more rugged. Better get yours today. They're fast movers in smart shoe stores.

A.E. Nettleton Co., Syracuse, N.Y.

\$8.85

Nettleton
LAZY - LACER
LOAFERS

PICTURES TO THE EDITORS

(continued)

FACE AT A BULLFIGHT

Sirs:

These photographs show the reactions of an American woman to her first bullfight. She paid \$2.50 to sit on a plank at Matamoros, a Mexican border town, and experience the emotions caught by the camera.

Because small border towns do not as a rule command the attention of first-class matadors the bullfights are apt to be more bloody than those farther south. The

fighters at the corrida in question whittled up six bulls, but before they died the bulls gored so many horses to death that it was necessary at one time to halt the progress of the fight to get a fresh supply.

Americans who have never witnessed a bullfight wonder whether or not they would enjoy one. The photographs may be depended upon to be an accurate study of practically anyone's emotions on a first occasion.

HARRY PEDERSON
McAllen, Tex.



CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. And under no circumstances will LIFE be responsible for safe handling of same either in its office or in transit. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York.



HUMPTY DUMPTY SAT ON A WALL;
HUMPTY DUMPTY HAD A GREAT FALL,
ALL THE KING'S HORSES AND ALL THE
KING'S MEN
COULDN'T PUT HUMPTY DUMPTY TO-
GETHER AGAIN.

Boys! Girls! Mothers! Dads!

HERE'S A HANDSOME PICTURE OF ME FOR YOUR HOME

HUMPTY DUMPTY

Wouldn't you like my beautiful portrait? . . . a lot bigger than this; 12" wide by 15½" deep . . . in full color . . . with no advertising on it . . . suitable for framing and hanging on your wall! Vernon Grant, the famous artist, painted it to show how I was in the good old days B. G. F. (Before the Great Fall). You can get a copy simply by mailing the coupon and including two Kellogg's Rice Krispies package-tops and a 3c stamp. • I know you'll enjoy Rice Krispies! It's the most delicious cereal you ever tasted . . . made of grains of real rice . . . flavored all over by an exclusive, secret Kellogg flavor . . . then oven-toasted until every little grain puffs up into a big, light, fluffy grain . . . all so crisp they crackle in milk or cream! • Your grocer sells this real-rice cereal. Order your packages of Rice Krispies from him today!

SO CRISP they crackle
in milk or cream!



Other pictures in this same series are: Peter, Peter, Pumpkin Eater; Little Jack Horner; Jack and Jill; Twinkle, Twinkle, Little Star; and Jack Be Nimble. You're sure to want them all. For each picture, just send two package-tops of Kellogg's Rice Krispies and a 3c stamp. Kellogg Company, Dept. 35, Battle Creek, Michigan.

KELLOGG COMPANY
Dept. 35, Battle Creek, Mich.

Send me the large, full-color picture of (check which you want): Humpty Dumpty; Peter, Peter, Pumpkin Eater; Little Jack Horner; Jack Be Nimble; Twinkle, Twinkle Little Star; Jack and Jill. For each picture, I am enclosing two package-tops of Kellogg's Rice Krispies and a 3c stamp. I will want to frame my pictures. Please send me details of your money-saving frame-offer.

NAME.....

STREET.....

CITY..... STATE.....

Kellogg's RICE KRISPIES

They Satisfy

Discovered

*...a new pleasure
in smoking*

You too will find more pleasure
in Chesterfield's refreshing
mildness and satisfying taste.

That's why smokers every-
where are now saying ...

*"More pleasure than any
cigarette I ever tried"*

They Satisfy"

